

# GATED OFFERS

## Rewarding front-line responders during the COVID-19 pandemic

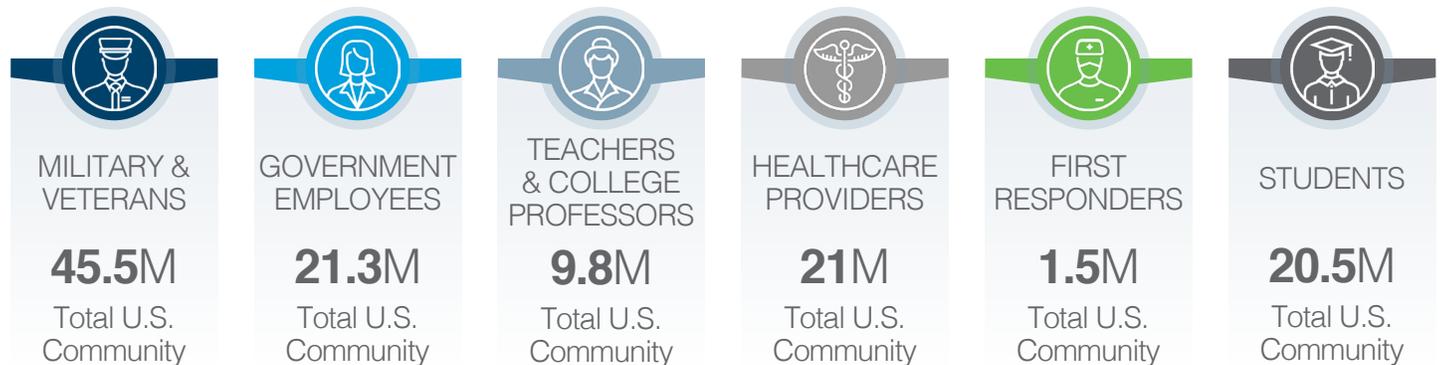
Many brands are reaching out to support first-line responders during the COVID-19 pandemic. They send “gated offers” to groups such as nurses, doctors, EMTs and military members Show appreciation and reward these groups while also building loyalty.

Gated offers evoke a feeling of being rewarded, and a high percentage of shoppers take advantage of them and may pass them along to friends or family who also qualify. Shoppers who receive gated offers find more appeal in those deals compared to the discounts available to everyone and often return to make additional purchases.

Kelton Global, a leading global insights firm, recently surveyed people about gated offers and found that a majority are willing to provide an email address to verify their information. The survey also revealed that people prefer that an independent third party verify their identity versus trusting the objectivity of the brand. Taking steps to verify the authenticity of the shoppers’ association with the group(s) for which a gated offer is intended helps establish trust and value with the member groups.

## BENEFITS OF VERIFYING IDENTITY FOR GATED OFFERS:

- Builds trust and establishes value with consumers
- Gains loyalty for the brand from the select group rewarded
- Provides a low-friction process for people to confirm their eligibility while protecting the brand from fraud



HYGIENE

RESOLUTION

MANAGEMENT

ASSURANCE

CONSULTING



# HOW IT WORKS

Digital identity verification is a risk mitigation service, which allows the use of a broader set of data than just marketing data to help confirm that the people seeking to redeem the offer are truly associated with the specified group. This goes a step beyond marketing data to give more validity to these associations.

Acxiom's Identity Assurance solution authenticates a person's identity using our ethically sourced repository of consumer data. Acxiom Verify provides verification score and match information for a gated offer using a variety of input information and quickly delivers a pass or fail view of the person's eligibility. Acxiom matches the provided data with authenticated data sources for hundreds of group affiliations. Additionally, Acxiom can leverage document review capabilities for an additional step in determining eligibility. This verification can be done once, on occasion, or every time an offer is given.

## HOW TO GET STARTED:

- 1. WHO:** Identify the intended audience for your offer.
- 2. WHAT:** Define your offer to this group.
- 3. WHERE:** Specify the channels you will use to reach your audience
- 4. WHEN:** Establish the timing for your offer.

With these four parameters, Acxiom maps out an implementation plan specific to your company. A basic implementation can go live in as few as 45 days, but complexity and implementation time increase based on the requirements for integration into the existing shopping cart flow and the desired content for the verification confirmation. Pricing includes an implementation fee plus a per-transaction fee based on monthly volume tiers.

The image displays three sequential mobile app screens. The first screen, titled 'Review Order', shows a product card for 'Men's Athletic Shoes' with a 'Subtotal \$99.99' and a 'Verify' button. The second screen, titled 'Offer Terms', shows a form for user verification with fields for name, address, and zip code, and a 'Verify' button. The third screen, titled 'Review Order', shows the product card again, but with a 'Subtotal \$99.99' and a 'Verify' button. Below each screen is a blue callout box explaining the user action: 'User starts from a CTA in the shopping cart or on the landing', 'Users verify their group affiliation', and 'Discount is applied to cart and customer data is passed back to brand for its CRM efforts'.

## WHY ACXIOM

**Highest Match Rates** – Exclusive matching algorithms designed to achieve higher match rates.

**Availability and Adaptability** – Simple, secure, privacy-compliant and scalable feeds.

**A Trusted Partner** – Recognized industry leader in data privacy and governance.



**TO LEARN MORE** about identity verification from Acxiom, email [info@acxiom.com](mailto:info@acxiom.com) or visit [acxiom.com/identity](https://acxiom.com/identity).