

# The Value of Gated Offers to Digital Natives

## HOW GATED OFFERS WORK

01

### The Invitation

Create an offer for Gen Zers enrolled in college, such as a one-time discount on a new computer, or an ongoing discount for a streaming media subscription.

02

### The Acceptance

Gen Z shoppers opt-in by providing basic information to verify their eligibility for the offer.

03

### The Confirmation

SheerID's Identity Marketing Platform digitally verifies Gen Zers eligibility for the offer. Ineligible customers are denied, making your offer truly exclusive.

04

### The Joy

Excited Gen Z shoppers enjoy the offer and share it with their friends. Brands use zero-party data collected to nurture lifelong loyalty.

80%

of Gen Zers are comfortable giving their full name and email address.

87%

of Gen Zers say gated offers make them more likely to shop with a brand.

88%

of Gen Zers want the ability to redeem a gated offer instantly.

94%

of Gen Zers say a gated offer would make them shop with a brand more often.

## WHY GATED OFFERS WORK

3 Reasons Gated Offers Are Great for Marketing to Gen Z

01

### Exclusive

Gated offers are powerful because they make a person feel "in the know," which appeals directly to Gen Zers, who can share their great deal with their friends.

02

### Empowering

Unlike universal discounts, gated offers are highly targeted and invite shoppers to participate. By allowing students to opt into your offer, you leverage their desire to drive the relationship.

03

### Price Sensitive

Gen Z shoppers may not have a lot of money now, but they'll soon be entering the workforce. A price discount today welcomes them into your brand—both now and for the long haul.

## Did You Know?

71%

of Gen Z said gated offers are more important than discounts available to everyone.

## HOW GATED OFFERS MAKE GEN ZERS FEEL

Gated offers are a powerful strategy for the Gen Z audience because they make Gen Zers feel good, respect their concerns, and honor their identity.

54%  
EXCITED

41%  
REWARDED

41%  
SPECIAL

## BRAND WINS FROM GATED OFFERS

### BackMarket

#### Back Market Sweeps Europe with an Offer Students Can't Refuse

Back Market's student program saw a 33% increase in conversions, verified 18,000 students, and gave Back Market zero-party data it could use to nurture their loyalty.

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### Deezer Packs the House with 21% More Student Subscribers



The offer drove 21% growth in Deezer's student subscriptions and was so successful that Deezer extended it to doctors and nurses.

[READ STORY](#)

### p.volve

#### P.volve Knocks Out the Pandemic with an Unbeatable Discount

P.volve's program to students, teachers, first responders, and healthcare workers gave them zero-party data it could use to nurture CLTV, and subscribers are remaining members up to 70% longer than average.

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## Gated Offers by the Numbers

Companies that use SheerID's digital verification platform to protect their offer see big-time results:

25:1  
ROAS

2x  
INCREASE IN REPEAT PURCHASES

3x  
BOOST IN TYPICAL CONVERSION RATES

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