

**HOW** GATED OFFERS WORK



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.

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

**The Confirmation** SheerID's Identity Marketing Platform digitally verifies Gen Zers eligibility for the offer. Ineligible customers are

### denied, making your offer truly exclusive.

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.

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

of Gen Zers are comfortable giving their

full name and email address.

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

of Gen Zers want the ability to redeem a

gated offer instantly.

WHY GATED OFFERS WORK

3 Reasons Gated Offers Are Great for Marketing to Gen Z

**Empowering** 

Unlike universal discounts,

gated offers are highly

desire to drive the

relationship.

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.

**Exclusive** 

**Did You Know?** 71%

targeted and invite shoppers to participate. By allowing students to opt into your offer, you leverage their

HOW GATED OFFERS MAKE GEN ZERS FEEL

REWARDED

Gen Z shoppers may not have a lot of money now, but they'll soon be entering the workforce. A

**Price Sensitive** 

price discount today

welcomes them into your

brand—both now and for

the long haul.

**SPECIAL** 

of Gen Z said gated offers are more important than discounts

available to everyone.

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.



**BRAND WINS FROM GATED OFFERS** 

**Back** Market

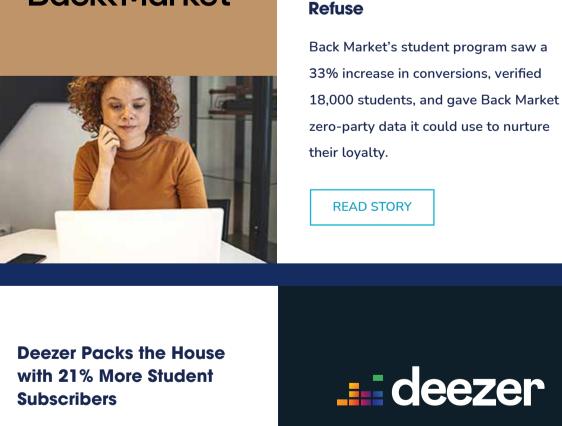
The offer drove 21% growth in

was so successful that Deezer

**READ STORY** 

Deezer's student subscriptions and

extended it to doctors and nurses.



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

**P.volve Knocks Out the** 

P.volve's program to students, teachers, first responders, and healthcare workers gave them zero-party data it

Pandemic with an

**Unbeatable Discount** 

could use to nurture CLTV, and

to 70% longer than average.

subscribers are remaining members up

**READ STORY** 

p.volve\*

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

**BOOST IN TYPICAL** 

**CONVERSION RATES** 

**INCREASE IN REPEAT** 

**Gated Offers** by the Numbers

**PURCHASES** 

**ROAS** 

**CONTACT US** 

Sheer