SheerID

Providing instant membership authentication for online retailers

Quick Look

Company size:
11-50 employees

Founded in 2010

CEO: Jake Weatherly

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📞 1-800-SHEERID

🐦 @SheerID

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ACT member SheerID launched in 2010 to transform existing, protected, private data into an eligibility verification service for online commerce. It provides a secure platform for companies like Spotify, Foot Locker, PGA TOUR, and Costco to offer promotional discounts to military personnel, college students, teachers, first responders, and other communities online or in a mobile environment.

Before the development of eligibility verification technology, retailers were unable to accurately and securely distinguish customers who were eligible for gated online and mobile offers from those trying to game the system. Many businesses chose to restrict exclusive offers – like military discounts and academic pricing – to physical storefronts because online fulfillment of these promotions exposed retailers to an unacceptable level of fraud.

Tackling this challenge, SheerID devised a solution bridging authoritative data and commercial enterprises to accurately and instantly verify customers qualifying for affinity group promotions. This process is often performed automatically in the retailer's shopping cart without interruption for the customer. Unlike other marketplace services, SheerID doesn't require consumers to join a third party community or disclose sensitive, personally identifiable information. This creates a seamless shopping experience, where customers remain within the brand's site throughout the transaction.

SheerID provides verification service while placing a premium on privacy for both customers and retailers. This is possible because the company doesn't base its revenue on data collection. SheerID never sees data from its authoritative data partners and, unlike other online verification services, does not require consumers to share their social security number. SheerID provides a secure platform for authoritative data partners to authenticate information used for purchases made online, on a mobile device, or at point-of-sale, but does not retain this information or make it available to the retailer. A shoppers' name and address or date of birth are typically sufficient for SheerID to provide confirmation.

Retailers favor SheerID because it's the quickest way to accurately verify eligibility entirely within a branded site. Customers appreciate discounts through SheerID because it's a welcome alternative to invasive, time-consuming verification. Providing affinity groups a better shopping experience that values their privacy helps build trusted relationships and promote brand loyalty. SheerID's verification solution helps retailers and consumers both get the most out of targeted promotional campaigns.