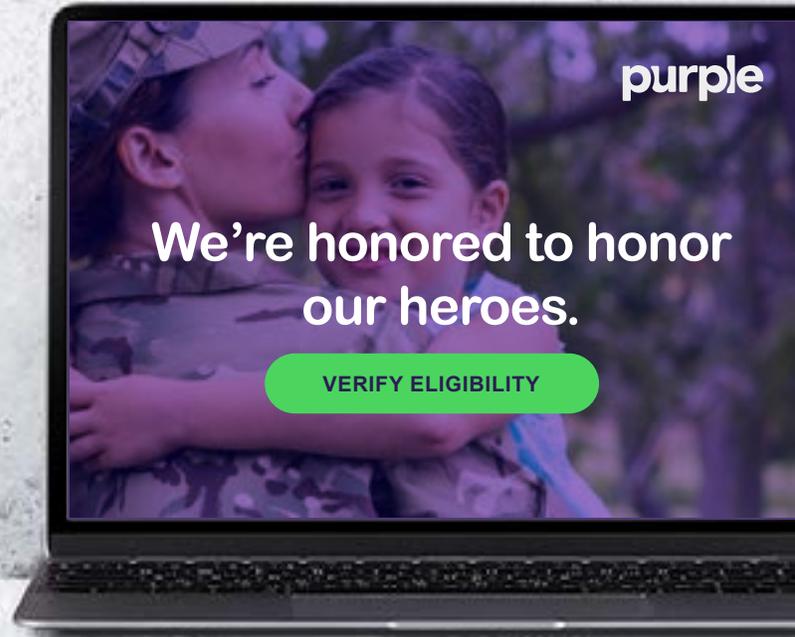


CLIENT SUCCESS STORY

# Purple Uses SheerID to Increase Conversion Rate by 6x and Generate an ROAS of 25:1



## Success Summary

Purple is known for its innovative products like The Purple® Mattress, but it is also a relative newcomer in a market with more than 200 competing brands. The company needed a way to rise above the noise, so it launched an exclusive military discount with SheerID's Digital Verification Platform. The program has increased conversions and raised awareness with a lucrative market segment that aligns well with Purple's made-in-the-USA brand identity.



### CHALLENGE

To acquire new customers and differentiate the brand in the crowded mattress space.



### SOLUTION

Expand efforts to engage the military by using SheerID to instantly verify their eligibility for an exclusive discount.



### RESULTS

- Increased conversion rate by 6x
- Saved customer service 49 hours per month
- Generated ROAS of 25:1

## CHALLENGE



The founders of Purple spent over 20 years developing comfort technology that was licensed by brands such as Nike, Jansport, and others. After years of innovating on their cushioning products, in 2015, the founders decided to break out on their own and launch Purple. They used their patented Purple Grid™ cushion technology to create a proof-of-concept mattress and held a Kickstarter campaign to secure funding. The campaign was wildly successful, and within a year they had launched the “World’s First No Pressure™ Mattress.”

The product was revolutionary, but Purple was a startup competing for attention with more than 200 mattress brands. The company needed a customer acquisition strategy that would help it stand out and reach the customers they knew would benefit most from their mattress innovation. The military was a natural fit—an influential consumer segment that aligned well with Purple’s made-in-the-USA brand identity.

To ensure its premium mattress was available at a price point within reach of this group, Purple created a 10% discount for active and reservist military, veterans, retirees, military spouses, and registered dependents.

The military community responded well, but they had to call and speak to a live customer service agent to verify their eligibility, which created friction in the online purchase process. It was also time-consuming for Purple’s team and made them responsible for preventing fraud.

Alisa Gammon, Purple’s social advertising director, knew the program would see even greater success if she

promoted it more broadly, but she needed a verification solution that could scale with her vision for expansion.

She considered working with an affiliate to process the discount, but that meant handing a slice of the revenue to another company. And she didn’t want to put Purple’s customers—and their data—into the hands of a third party.

## SOLUTION



Instead, Alisa relaunched Purple’s [military discount](#) using [SheerID’s Digital Verification Platform](#) to verify eligibility. The decision was a smart move that enabled the company to:

### Streamline the Verification Process

Military members simply entered basic information and SheerID instantly verified their status. The user experience was frictionless and entirely on brand.

### Eliminate Discount Abuse

Purple’s offer is protected by the SheerID platform, which taps into nearly 9,000 authoritative data sources for its verification process and includes a document review, if necessary, to provide 100% coverage.



*Using SheerID to implement our military program has increased conversions by 6x and generated an ROAS of 25:1. The success has been phenomenal.*

Alisa Gammon, Social Advertising Director

Purple

### Respect Customer Privacy

Purple collected only basic customer data that’s never shared with an affiliate who would use it for their own marketing. And with SheerID, Purple avoided the risks involved in maintaining Personally Identifiable Information (PII).

### Nurture Customer Loyalty

Verification was an opt-in process that gave Purple zero-party data it could use to facilitate deeper engagements with military shoppers.

With SheerID in place, Alisa began promoting the discount through social channels like Facebook and Pinterest. She targeted relevant groups like military schools, and used messaging and imagery that resonated with the military community.

She also highlighted the fact that Purple’s mattresses are made in Utah in a facility that employs 800 American workers. And she ran special campaigns during holidays that are particularly meaningful for the military, such as Memorial Day.

## RESULT



Relaunching Purple’s military discount with SheerID has delivered incredible results. “Using SheerID to implement our military program has increased conversions by 6x and generated an ROAS of 25:1,” Alisa said. “The success has been phenomenal.”

SheerID has also saved Purple time and resources. “Replacing manual verification with SheerID reduced our support calls to zero and saved our customer service team

49 hours per month,” Alisa said. “SheerID is helping us provide a better customer experience and increasing our revenue. It’s a win-win across the board.”

Purple’s executives are ecstatic. The military program has been so successful, the company is expanding it to include first responders. They are also considering the possibility of launching exclusive discounts for students and teachers as well.

Alisa attributes much of this momentum to SheerID. “Our gated military offer is helping Purple stand out in our highly competitive space, and we never would have been able to run it without SheerID,” she said. “Their sales and customer service teams have been superb to work with.”



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Alisa Gammon, Social Advertising Director

Purple

