

Application: 6726

SheerID Powers Peacock's Audience-Led Growth

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company SheerID
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title SheerID Powers Peacock's Audience-Led Growth
Category A03. Technical Innovation of the Year - Advertising, Marketing & Public Relations
Technical Innovation of the Year Submission Format Written Answers

a. Briefly describe the organization that achieved the nominated technical innovation: its history and past performance (up to 200 words). Required

Founded in Portland, Oregon, SheerID is a global leader in privacy-first identity marketing. SheerID empowers brands to engage consumer communities, such as students, teachers, first responders, and military personnel, using permission-based data that individuals willingly provide. In an era of tightening privacy regulations, SheerID stands apart by offering marketers a trusted path forward: data that is verified, accurate, and consent-driven.

SheerID's flagship innovation, the Audience Data Platform (ADP), transforms how brands acquire, engage, and retain customers. It integrates with 400+ martech and ad tech systems and operates in more than 190 countries, enabling real-time identity verification and campaign activation at scale. Over its 10+ year history, SheerID has verified more than 300 million consumers, earning the trust of brands like Amazon, Spotify, and Nike to drive higher conversion, greater loyalty, and stronger customer lifetime value.

The Alliance and Affinity Networks, SheerID's latest advances within the ADP, expand these capabilities, helping brands co-market and grow together with verified audiences. With a 98% customer retention rate and a Net Promoter Score well above industry benchmarks, SheerID redefines audience marketing, setting the standard for ethical and effective digital engagement in the highly competitive digital landscape.

b. Outline the nominated technical innovation. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

SheerID's Audience Data Platform (ADP) is a breakthrough technology that enables brands to create privacy-compliant, meaningful, and trusted connections with customers.

As of 2024, 61% of digital marketers still relied on third-party cookies and hidden tracking tools to reach consumers. However, evolving privacy laws and heightened consumer concerns are causing these strategies to disappear. SheerID created a reliable path forward by building a platform that verifies a person's identity in real-time and uses only the information they willingly provide.

SheerID's ADP enables brands to instantly confirm if someone is, for example, a student, teacher, or military member using trusted data sources. Once verified, the brand can offer that individual an exclusive discount or personalized experience without continuous tracking. This data is information a customer consents to share directly with the brand, not data that is bought or scraped.

The platform also includes three powerful tools. The Audience Network identifies and verifies over 100 audience types. The Alliance Network enables brands to link loyalty programs with aligned brands. The Affinity Network helps brands reach new audiences, co-marketing to verified customers of other trusted brands.

SheerID's ADP seamlessly integrates with over 400 marketing systems in more than 190 countries, making it easy to use globally. By using customer identity as a trusted marketing channel, SheerID is helping brands build loyalty, reduce offer abuse, and engage customers with integrity and transparency.

c. Explain why the technical innovation you have highlighted is unique or significant (up to 250 words). Required

SheerID's Audience Data Platform (ADP) significantly redefines how brands connect with consumers in a digital world where privacy is paramount. What makes it unique is not just what it does in verifying consumer identity, but how it verifies individuals, using a consent-first, real-time process that is privacy-compliant, and strengthens trust rather than eroding it.

Unlike traditional marketing solutions that rely on inferred data or opaque tracking, SheerID's ADP is built entirely on permissioned data, which is information individuals knowingly and willingly share. This direct data model empowers brands to engage with consumers based on who they are, rather than their online activity, while taking consumer data privacy into consideration. This strategic shift in data use is crucial in today's environment, where consumers demand transparency and regulators are enforcing it.

The ADP's design is uniquely modular and scalable. Its Audience, Alliance, and Affinity networks work together to support every stage of the customer journey: acquisition, engagement, and retention. This cohesive strategy allows marketers to launch personalized campaigns, partner with complementary brands, and expand reach, while maintaining control over customer data.

SheerID's Individual Verification Engine ensures precision by pulling from over 200,000 authoritative data sources, minimizing offer abuse and maximizing ROI. With integrations into 400+ martech systems and support across 190 countries, the ADP is enterprise-ready yet flexible.

In a market crowded with data brokers, affiliate networks, and patchwork tools, SheerID stands out by offering one unified, ethical solution that aligns perfectly with the future of marketing: permission-based, privacy-compliant, and purpose-driven.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Peacock, NBCUniversal's streaming service, leveraged SheerID's Audience Data Platform (ADP) to launch a highly targeted campaign offering exclusive discounts to students, a demographic traditionally considered elusive and expensive to reach.

Using SheerID's real-time identity verification, Peacock confirmed eligibility for over 760,000 students. The campaign achieved a remarkable 73% conversion rate, significantly outperforming standard industry benchmarks for digital acquisition campaigns. These results validate the platform's ability to drive measurable ROI by aligning audience identity with highly relevant, personalized offers.

Overall, the campaign results highlight the human impact of delivering the right message to the right person at the right time. By verifying identity directly and respectfully, Peacock created meaningful value for its subscribers while protecting privacy and reducing offer abuse.

SheerID's ADP can power strategic customer acquisition and retention efforts for major brands in competitive industries. The scalability and reliability of SheerID's technology empowered Peacock's team to expand across other verified audience segments, including military personnel and educators.

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