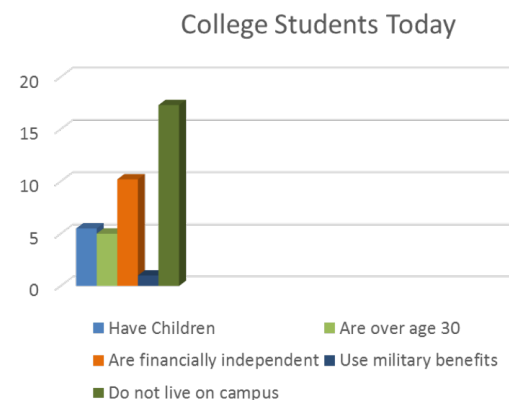


SURVEY RESULTS: COLLEGE STUDENT BUYING BEHAVIOR



Currently in the United States, there are over 4,500 higher education institutes being filled with 21 million students. With the need for a degree in order to have employment opportunities post-college being at an all-time high, not only are 68.2% of teens enrolling in higher education immediately after graduating from high-school, but also 25% of current enrolled college students are 30 years of age and older.

With enrollment numbers so high, we can look forward to having a very educated millennial generation, but in the meantime, these college students make up a huge market that has a spending power of \$417 billion. Unfortunately, many companies either overlook or do not know how to connect with the student market. Since marketing to college students is not always easy, we recently conducted a survey in order to gain insight in to the minds of college students and what they wish your company was doing to connect with them.



Today, college students have more money, are making more decisions and need more stuff than ever before:

- 50% are financially independent
- 27% have children
- 1 million have post-military tuition benefits

College students are also very busy - school alone is a full time job. Instead of physically going to stores, students are shopping online.

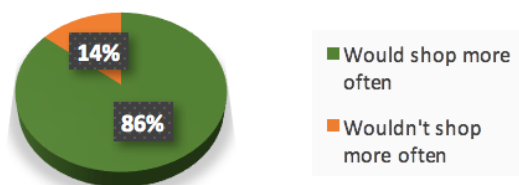
- 62% of students say they purchased apparel online in the past 30 days
- In 2011, college students spent \$16 Billion online

So, if students are no longer just charging their parents credit cards and don't have time to go your brick and mortar store, how do you attract their business? Simple solution, offer online student discounts.

Students love getting discounts and especially love exclusive student discounts:

- 86% of students say that they would shop at their favorite stores more often if they offered student discounts
- 78% say it would only take a 20% discount to turn their head and be the deciding factor in their purchase
- 73% say they would be more likely to buy from a company who offers student discounts online compared to a competitor that does not
- 40% of students even say they would purchase more items if a company were to offer online student discounts

Would you shop more often at your favorite store if they offered a college student?



Offering student discounts online will not only make students happy but it will have a positive impact on your business as well. Besides attracting a market of over 20.4 million people that spends \$417 billion, you will earn their loyalty.

- 69% of students say they would be more loyal to a company who offered student discounts, and prefer that company over one who did not offer sales to students

And student discounts will increase your lifetime value of your customer:

- 61% say they would carry on their loyalty with a company who offered student discounts well past graduation

80% say reach them through Social Media



Another great thing about students is that they are brand ambassadors. If they like something they are going to share it with everyone they know.

- 86% say they would network to their friends about student discounts they had received

Through student's use of social media, not only will the offers

spread like wildfire from what students say, but it will also give your company a chance to connect as well.

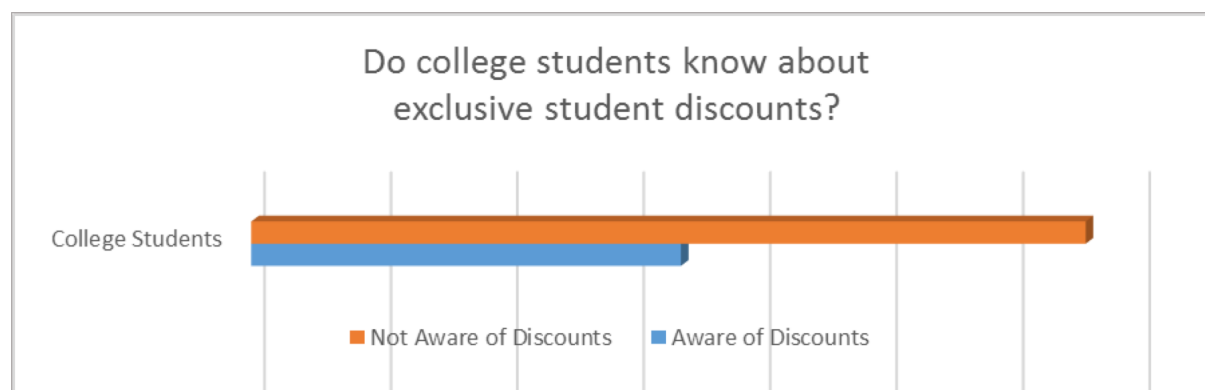
- 80% of students say that Facebook and Twitter is the most effective way to reach them

Since exclusive online discounts tend to become major targets for fraud, many companies want to verify student status through asking for a .edu email address.

- Currently 34% of students do not have a .edu email address. This leaves 6.9 million bummed-out students without access to your discount

Verification platforms are a great solution in order to make sure that all students have access to your discounts. They protect your offer, make your offer easier to redeem, and allow you to market your offer widely, which isn't happening often enough currently:

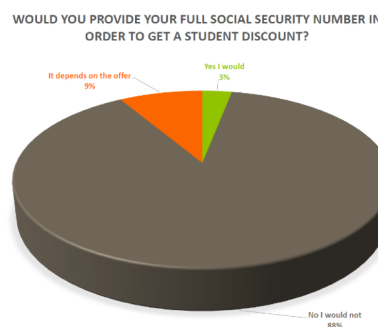
- 66% of students are unaware of the exclusive student discounts available to them
- 72% say they would use a student discount more often if they were easier to use



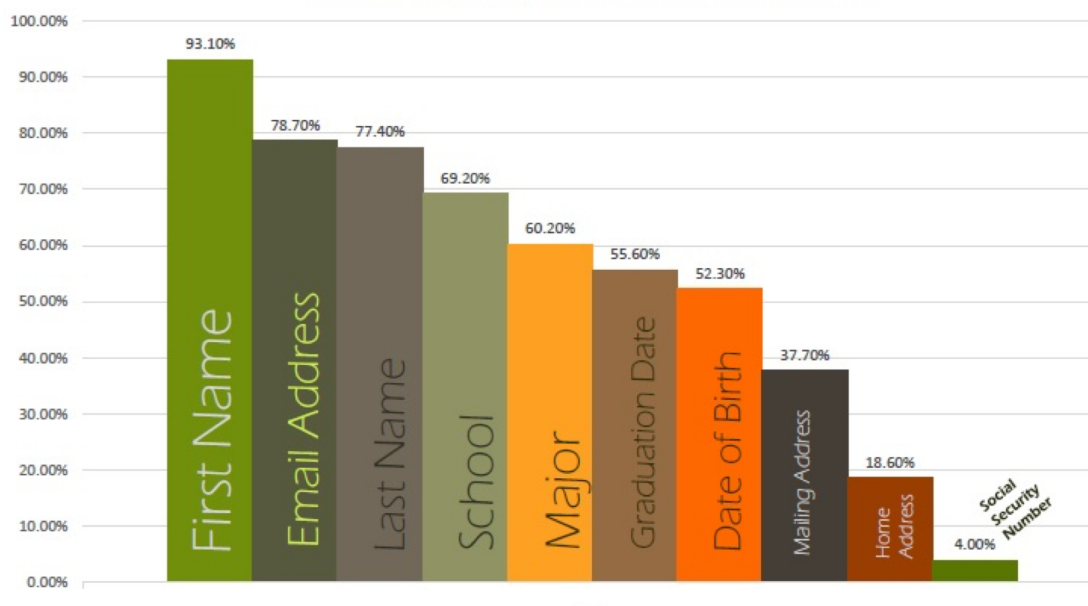
=When choosing a verification platform, it's important to remember what information students will be willing to disclose in order to verify their identity. Some verification platforms ask students to provide sensitive information such as a social security number. When we asked students what they thought about this:

- 53% said they would not give out the last 4 digits of their social security and
- 88% of students said they would not give out their full social security

Since it is clear students are not comfortable providing their social security number, we asked students what information they would feel comfortable giving out to a verification system. First name, email address and last name were the top three.



WHAT INFORMATION WOULD YOU BE COMFORTABLE PROVIDING TO A COMMUNITY DEALS SITE, LIKE GROUPON OR LIVING SOCIAL, THAT SPECIALIZES IN STUDENT DISCOUNTS? THE INFORMATION WOULD BE STORED SECURELY AND NOT SHARED.



Based on the responses we received from this survey, the top five takeaways are:

1. Students prefer to buy from stores that offers student discounts
2. Students will purchase more items if a discount is offered
3. Students will remain loyal to your company
4. Students will advertise your discounts
5. Students do not want to give out their social security number for verification

SheerID understand how important the student market can be to your brand. With our eligibility verification service, let us be the safety net for all your VIP offers and discounts. We're here to protect your offer, increase your ROI, and establish that important loyalty bond that will take your one-time buyer into a lifetime customer.

If your company is ready to engage college students, SheerID should be your first call.

Contact us at sales@sheerid.com to get started.

