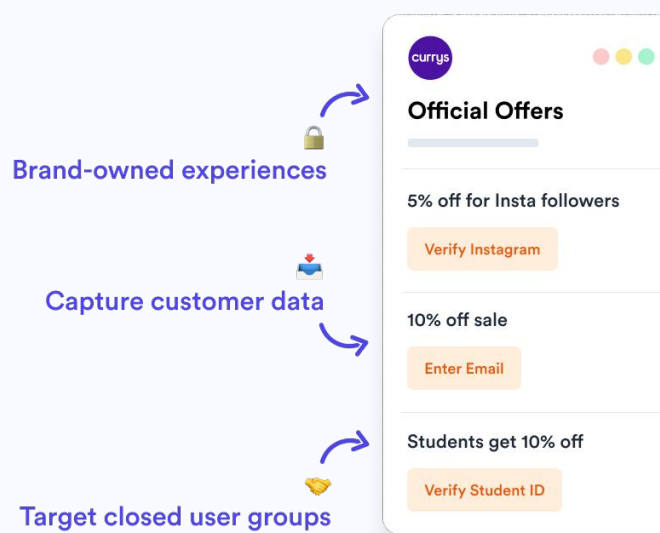


# Gather zero-party data. Integrate with Dotdigital.

Collect shopper data by running offers for closed user groups with instant **verification tools** and build your own **white-label offers page**. Populate Dotdigital with that valuable data to build unique customer segments.



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## Bolster your Dotdigital database with DataCapture



Gather marketing permissions, phone and email data and sync directly with Dotdigital to build unique customer segments.

## Increase sales with custom on-site messaging



Call out specific offers on your product pages, and let users verify for and claim these discounts without leaving the page.

## Build connections & foster customer loyalty



Verify up to 16 different user groups and offer rewards to those who deserve it most (students, charity donors etc.)

## Improve conversion rates and grow customer LTV



Deliver more personalised marketing campaigns to engage and re-engage user groups with offers specific to them.



[Live example](#)

### Closed group verification

Lock discounts to a specific **age**, **occupation** or **an action** e.g. charity donors [View all groups +](#)

Rapid AI-driven verification of passports, payslips, student/work emails or ID cards

Available in 100+ countries



[Live example](#)

### OfferHub discount page

House all offers in an **instant SEO-friendly offers page**, proven to rank #1 for main discount terms

Recapture shoppers who leave your site in search of discount codes, and collect their data yourself instead of losing it to voucher code sites

Our 2 products will grow your CRM, here's how...

#### STEP 1

## Promote your closed group offers or discount page

Shout about your discounts on any marketing channel. Shoppers typically find offers through organic search, onsite banners, publishers and email.

### STUDENT DISCOUNT


Enter info to unlock this offer

Verify Student Status

#### STEP 2



 **gocertify added...**

 07772 063 143

 sarah@example.com

 Verified student

## Data & insights synced to Dotdigital

Get immediate value from anyone claiming your offers by collecting emails/phone numbers. Also build segments based on age, education or occupation.

**Plug & play integration • no dev required**

#### STEP 3

## Drive more sales with true personalisation

Launch regular campaigns to targeted groups - tie in to marketing events e.g. Student Loan Drops. Automate flows to re-engage the 60% of shoppers that claim offers but don't purchase.

**Craft engaging experiences off and on-site**

### Back to school special



**Hey Student**

You might like these...

Buy  
with student discount

“gocertify has helped Mainline to target key segmentation groups, incorporating tech that offers a much cleaner user journey than other third-party platforms



**Mainline Menswear**  
Ryan Smith

“One of few platforms we've used that's actually made a material impact on revenue



**Daisy Jewellery**  
Nick Kane

Book a 20 minute tour of gocertify

[Schedule a demo](#)

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