SHEERID CLIENTS: FREQUENTLY ASKED QUESTIONS

1. Now that I've signed the contract, what are the next steps?

Now that you're officially a SheerID client, it's time to get your program up and running. The first thing you'll want to do is sign up for a SheerID sandbox account which allows you to get familiar with the tool and see how our product works. You can do so by following this link (http://developer.sheerid.com/), hitting the green "Sign Up" button to create your account. Once you sign up and create a username, send the "username" to your SheerID rep so our team can collaborate on what's being done in the sandbox.

2. What happens in the sandbox account?

Once you've shared your sandbox account information with your sales rep, our team will begin mocking up the user flow, figuring out the reward strategy, and testing the application in the sandbox. Once you're happy with those, you'll go ahead and approve the application. This will trigger your implementation into production. We will then begin building out the design of your page; where the links will go, where the lightbox will go, etc. Once all of these elements are approved, your program will be set to "live" and will begin going through the verification process.

3. How does implementation work?

In this welcome packet, we've included a detailed implementation guide for your developers to review. It explains how the process works and what they need to know to execute implementation on your end. If you have questions, your sales rep is always available to set up a call with our team to work through details.

4. How long does implementation take?

With our SheerID-hosted solutions, we can have your verification solution up and running within six business days.

5. Where do I go to see analytics and what information is reported?

The SheerID Control Center portal provides access to a Reporting console for intelligence and insight into consumer eligibility verification results, demographics, and behavior. In these reports, you can download on-demand extracts in CSV format of verification activity for a selected time period. These standard reports include the SheerID request ID, name of the user that requested verification, time of the request, result of the request, and affiliations requested and confirmed. Reports can be configured to include additional attributes collected about the user requesting verification such as whether this is a new customer, their email address, their gender, reward data and other tracking data used to analyze campaign effectiveness.

6. What if I have my own Web Analytics Tracking program?

If your company is already using a web analytics tracking capability, such as Omniture, Google Analytics, or others, your custom tracking script tags can be incorporated into a SheerID-hosted implementation, so that SheerID-hosted page activity is reported alongside your current analytics tracking data. Talk with your SheerID implementation consultant for more details.

7. What does pricing look like if I make changes to my original program?

We've created pricing tiers to ensure that you have the flexibility you need to create the right program for your business. Connect with your account representative to discuss what the pricing structure will look like for your program, and any changes you make throughout the implementation to live process.

8. What can I expect as far as working with SheerID's financial department?

Within the first few weeks, you will receive an email from our accounting team to establish an open line of communication. This email will include a W-9, as well as details regarding your first bill, where to find your invoices and how to make payment. You can always reach the accounting department at accounting@sheerid.com with any additional questions.

9. When will I receive my invoices and how do I pay?

Invoices will be emailed within the first few business days of the month. If you haven't received an invoice, please contact accounting@sheerid.com. Preferred payment methods are credit card/ACH/ electronic transfer, but we also accept checks.

10. When can I start marketing my program?

We recommend waiting until your program is live to publicly market your program to customers. Once the program is live, you will have direct access to our marketing team who can aid in strategy for promotion. While we are not a marketing agency, we can help connect you with partners and assist in PR strategy to publicize your program.

11. How do I promote my program?

In this packet, you will find a variety of guides and tip sheets for starting to market your program,on social media, through email communications, and traditional public relations. Our team is available to set up introductions to marketing partners who can spread the word to target audiences, and our in-house PR team is available to help with joint announcements and publicity to formally announce your program to the world. If these are options you are interested in, ask your sales rep for an introduction to our marketing team.

CONFIDENTIALITY NOTICE:

The contents of this document are intended solely for SheerID clients and may contain confidential and/or privileged information which may be legally protected from disclosure. Do not share this document with anyone outside of your organization. If you are not a SheerID client, please immediately delete this document and alert a SheerID representative. Also know that you are hereby notified that any use, dissemination, copying, or storage of this document is strictly prohibited.