



# Deckers Brands – Hoka Business Value Analysis

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The content in this presentation is intended to provide an estimate of your company's possible return on investment. ID.me has made reasonable efforts in gathering and analyzing data contained in this presentation; however, the data and results may be incomplete or inaccurate and ID.me may not be able to deliver benefits discussed herein.

**Pricing information provided is not intended to be used as a quote**

# Value Summary

## Investment

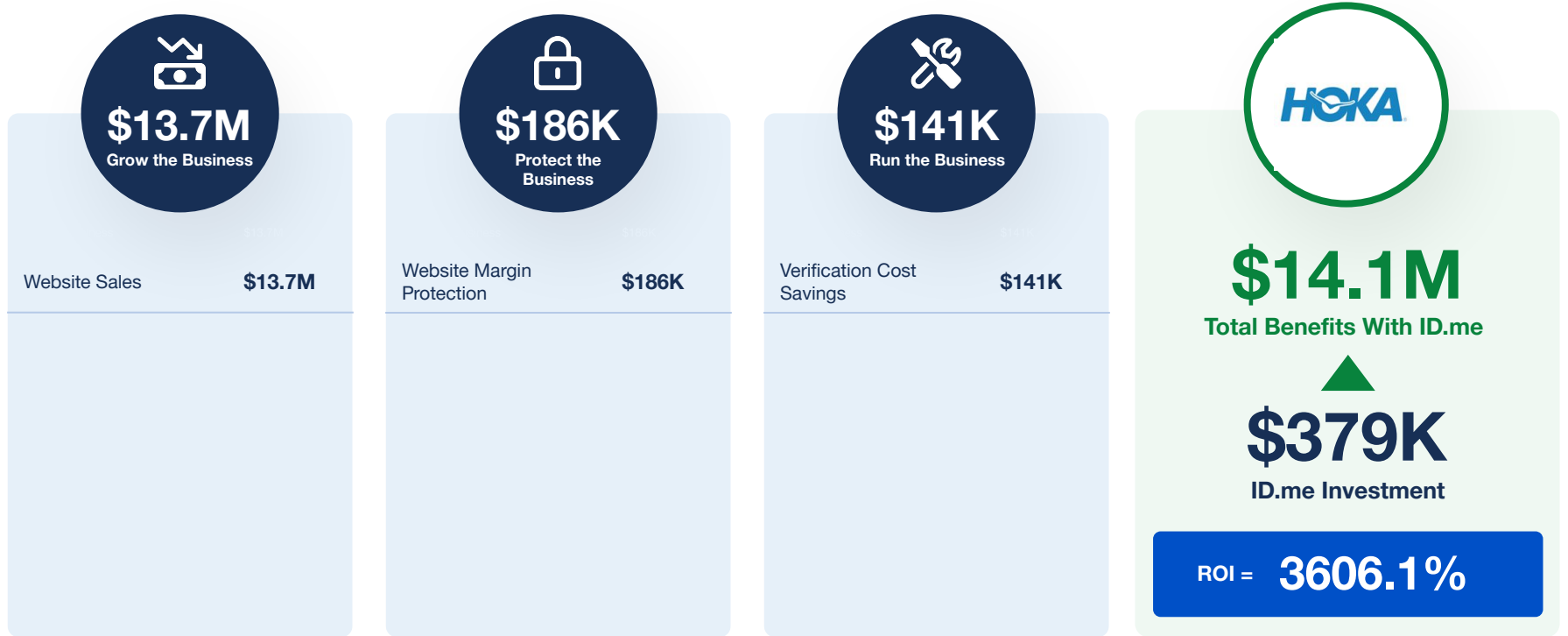
ID.me proposes a 1-year partnership with an estimated \$379K investment for access to ID.me, to deliver an estimated return in the range of 3606.1%.

## Benefits

The investment in ID.me will deliver estimated total benefits of \$14.1M, and an ROI of 3606.1%, with an estimated NPV of \$12.4M to HOKA over 1 year.

# Value Summary for Deckers Brands

Achieve ~\$14.1M in net benefits and 3606.1% ROI by investing \$379K in ID.me over 1 years



# Financial Summary

Total 1-Year Gross Benefit

\$14.1M

Benefit accrue from

Grow the Business	\$13.7M
Website Sales	\$13.7M
Protect the Business	\$186K
Website Margin Protection	\$186K
Run the Business	\$141K
Verification Cost Savings	\$141K

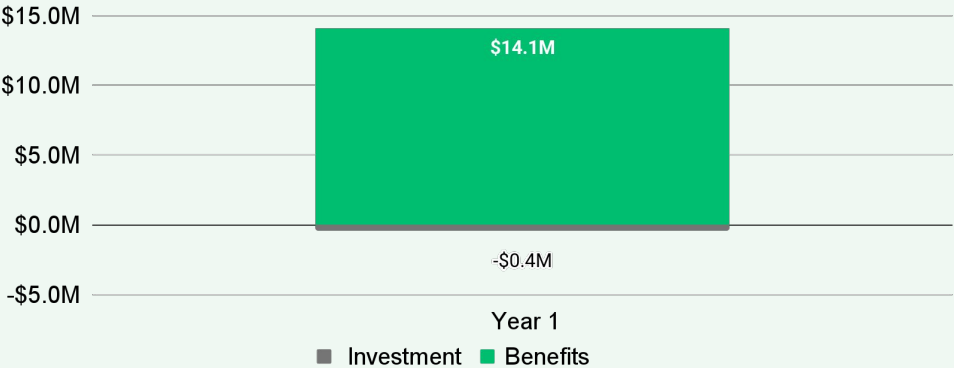


3606.1%  
ROI



1 Years  
Financial Horizon

	Net Present Value	1-Year Total	Year 1
Benefits	\$12.8M	\$14,052,968	\$14,052,968
Investment		\$379,188	\$379,188



# Why Now?

## The Cost of “Doing Nothing”

With every quarter of inaction, HOKA forfeits

**\$3.11M**

in business outcomes.

# Communities Verification Rate Card

## Product:

Communities Verification – **Enterprise**

## Description:

Verification that a user belongs to a particular community (attribute validation) and can therefore receive promotions or discounts.

## Example Communities:

- Military
- Nurses
- First Responders
- Teacher
- Student
- Doctor
- Hospital Employee
- Alumni
- Etc.

## Notes:

- For verifications through ID.me's button, pricing is per successful verification

Number of Verifications per Month	Standard Fee per Successful Verification (ID.me)
1-1,000	\$1.00
1,001-2,500	\$0.85
2,501-5,000	\$0.80
5,001-20,000	\$0.75
20,001-50,000	\$0.70
50,001-85,000	\$0.65
85,001+	\$0.60

## Additional Costs

- One Time- Enterprise Activation Fee= \$2,500

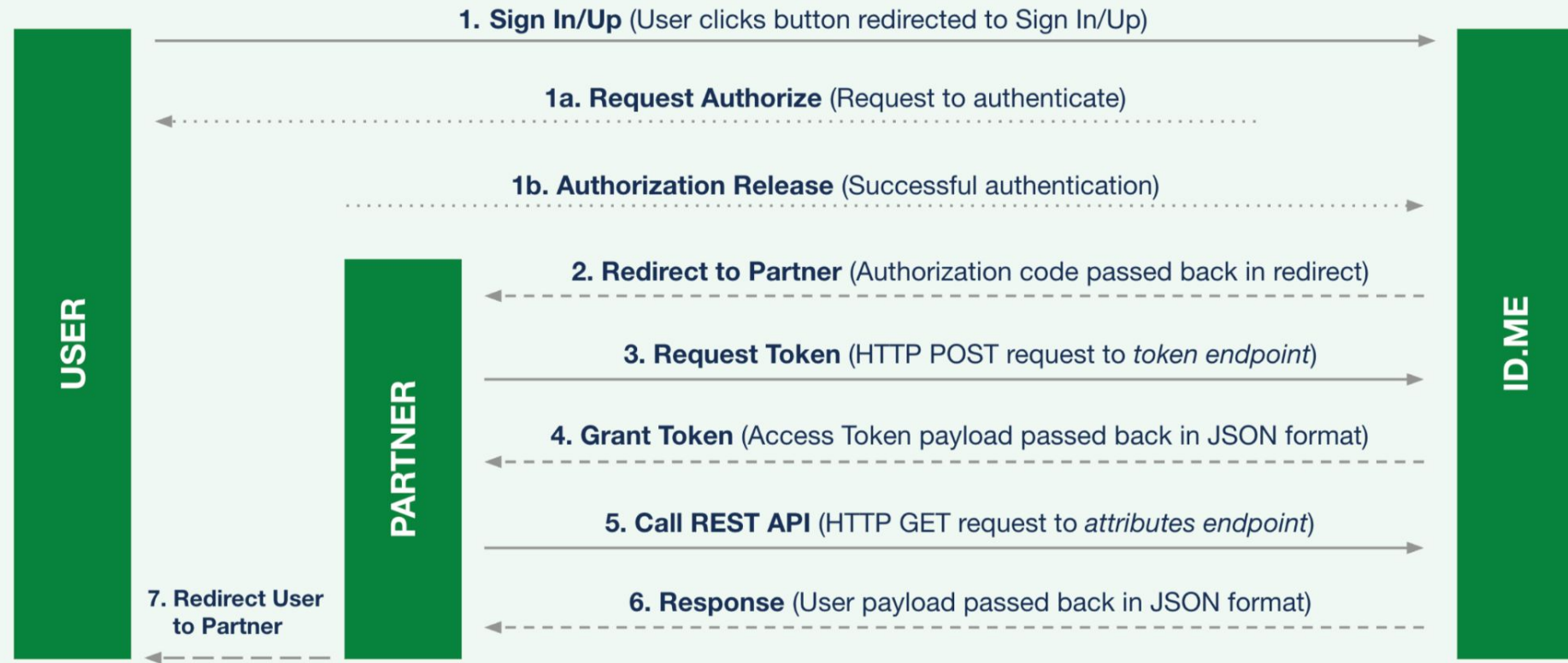


# Technical Scope



Milestone	Deliverables	Estimated Timeline
Project Planning	<ul style="list-style-type: none"> <li>Exchange information to initiate project including POCs and desired use case/ user experience</li> <li>Finalize timeline (with start and end dates)</li> <li>Customer technical team begins reviewing developer documentation</li> </ul>	3-4 weeks
Technical Kick Off Call	<ul style="list-style-type: none"> <li>ID.me to review integration details</li> <li>Customer to create ID.me developer account, organization and application</li> </ul>	30 minutes
Begin Integration	<ul style="list-style-type: none"> <li>ID.me to create sandbox environment and provide access details to Customer</li> <li>Customer provides specific redirect urls in testing environment</li> <li>Customer builds CTA to ID.me authorization endpoint in testing environment</li> </ul>	1 day
Review User/ Data Flow	<ul style="list-style-type: none"> <li>Customer provides user journey map</li> <li>Customer confirms attribute bundle</li> <li>Customer provides data flow diagram</li> </ul>	1 hour
Testing	<ul style="list-style-type: none"> <li>Customer tests all verification flows</li> </ul>	2-3 weeks
QA Screen Share (XX/XX/2025)	<ul style="list-style-type: none"> <li>Customer to share screen and walk through ID.me integration end-to-end</li> <li>ID.me to confirm successful API calls and best practices</li> </ul>	30 minutes
Light Push to Production	<ul style="list-style-type: none"> <li>ID.me to enable production access for Customer and provide production details for integration</li> <li>Customer to move to production / push ID.me live</li> </ul>	1 day
QA Screen Share	<ul style="list-style-type: none"> <li>Customer to schedule session for real-time provider to go through flow end-to-end</li> <li>ID.me to confirm successful API calls and best practices</li> </ul>	30 minutes
Production Go-Live (XX/XX/2025)	<ul style="list-style-type: none"> <li>Customer to push full go-live and notify ID.me of launch date</li> </ul>	1 day

# OAuth 2.0 Data Flow



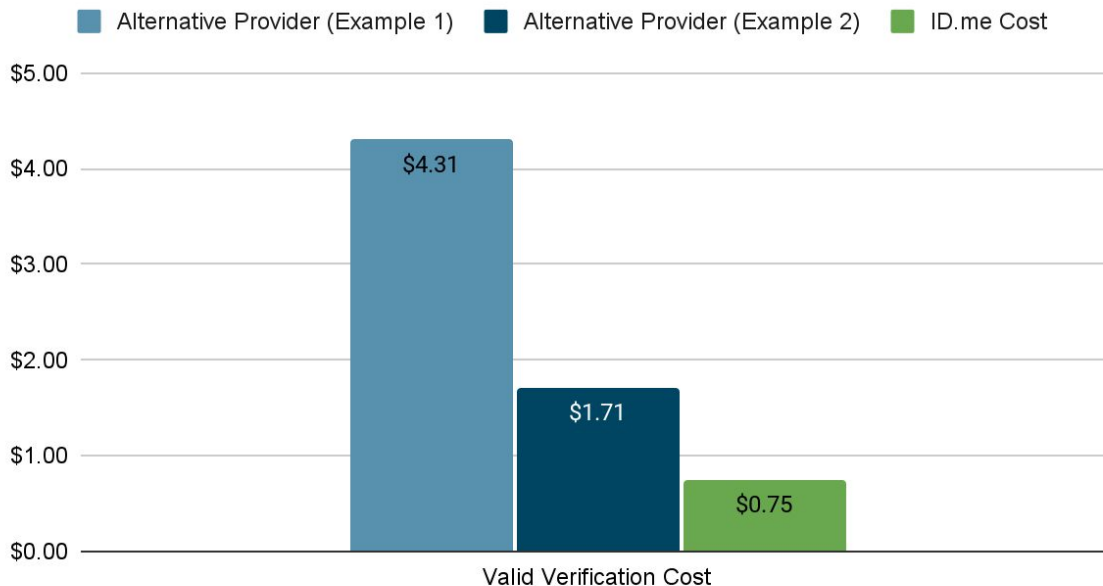
# Thank You

# Appendix

# Only pay for valid verifications with ID.me

(The cost of a valid verification increases when you have to pay for false and null verifications)

## True Cost of a Valid Verification



# Key Assumptions

Key Assumptions are the primary assumptions that will drive a portion of the estimated benefit.

Key Assumption	Value
Select all the communities you wish to target	No
Military	No
First Responder	No
Nurse	Yes
Medical	Yes
Teachers	No
Students	No
Government	No
Percent of visits that fall into community	5.00%
Where will the ID.me button live?	Checkout Flow and Button Reasonably Visible

# Key Assumptions (Continued)

Key Assumptions are the primary assumptions that will drive a portion of the estimated benefit.

Key Assumption	Value
Is there in-store signage?	No
Are you going to offer the community an exclusive offer?	Amazing/Exclusive
What is the offer?	15.00%
Assumptions for Website Annual US site visits	125,000,000 visits
Current website conversion rate	2.48%
Increase in conversion rate	50.00%
Current website AOV	\$154.00
Percent increase in AOV	0.00%
Increase in frequency of orders	1.00

# Key Assumptions (Continued)

Key Assumptions are the primary assumptions that will drive a portion of the estimated benefit.

Key Assumption	Value
Percent increase in community visits with ID.me marketing and word of mouth (website)	5.00%