

Doubling Win Rates: How ID.me Scaled Value Selling & Value Realization with Ecosystems Collaborative Value Assessment

AT A GLANCE

**2.2x****improvement
in win rates**

when Ecosystems' Collaborative Value Assessment (CVA) was used

**15%****increase
in average
deal size****83%****rep adoption
within the
first year**

**Significant time
savings**
for front-line teams
by eliminating
manual processes



Centralized system
to align on value
with prospects and
customers

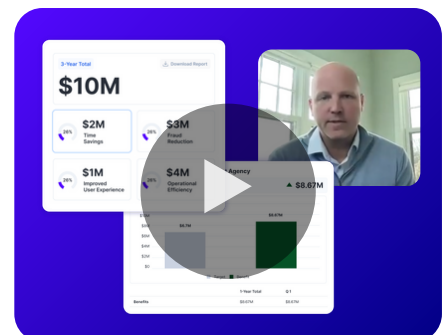


**Value realization
embedded
throughout the
customer journey**
driving retention
and expansion

INTRODUCTION

ID.me is the market leader in digital identity wallets, empowering users with a simple, secure, sign-in that can be used across a broad range of services. With over 450% growth from 2020 to 2024, ID.me needed to maintain momentum while delivering measurable outcomes to customers. As the business scaled, so did the challenge: how to enable their sales and customer success teams to consistently communicate and quantify business value?

To solve this, ID.me partnered with Ecosystems and implemented the Collaborative Value Assessment (CVA), aiming to amplify front-line productivity, drive measurable value realization, and scale value selling across the organization.

[WATCH THE VIDEO SUCCESS STORY](#)

THE CHALLENGE

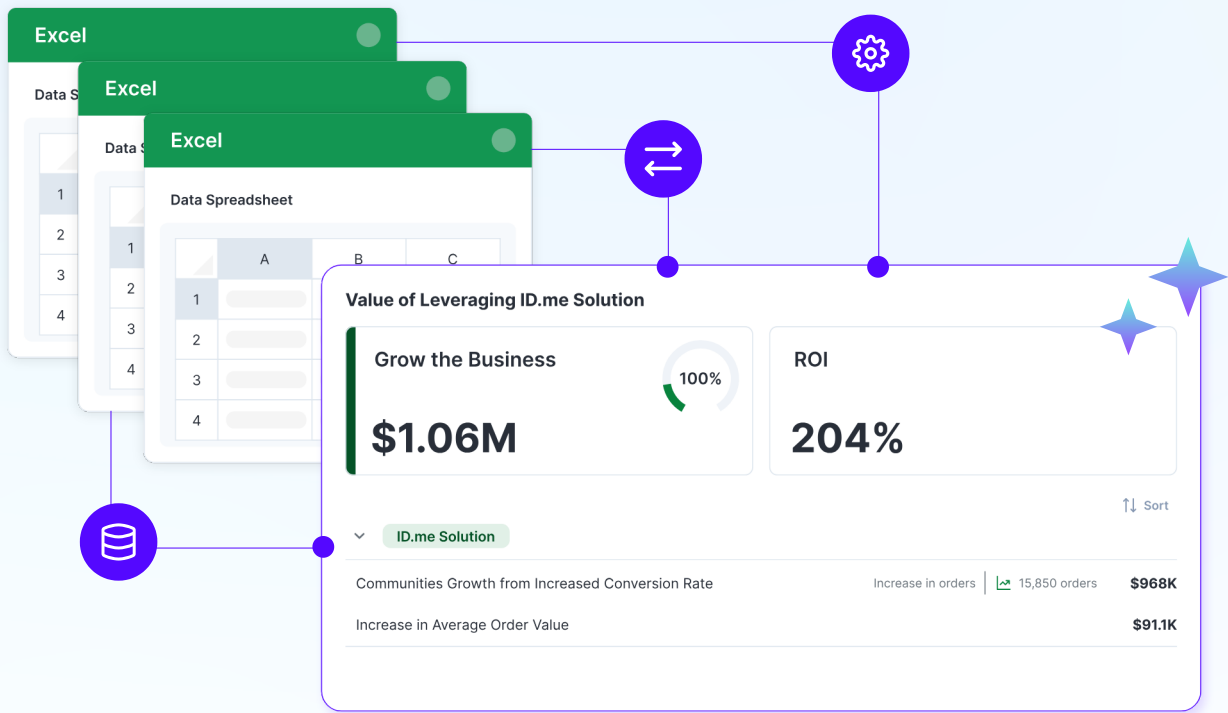
Before Ecosystems, ID.me's value selling and value realization approach was heavily manual and reactive.

Sales teams were juggling spreadsheets and slide decks that made it difficult to articulate ROI consistently. Post-sale, the value often got lost, limiting ID.me's ability to reinforce business outcomes and grow accounts.

"It relied heavily on individual team members pulling data from different sources, customizing presentations on the fly, and trying to keep everything consistent. **It just wasn't scalable.**"



Jerrod Latham, Principal Value Consultant, ID.me



THE SOLUTION: ECOSYSTEMS' COLLABORATIVE VALUE ASSESSMENT

Ecosystems' platform provided a centralized, interactive workspace that allowed ID.me to:

- Align customer goals to business value using structured frameworks
- Model and track value delivery over time with living documents
- Equip front-line sales with scalable, repeatable tools
- Showcase ROI to both technical buyers and executive stakeholders

"It gives us a **centralized place** to align with our customers on their specific goals, map those to value drivers, and track progress over time."

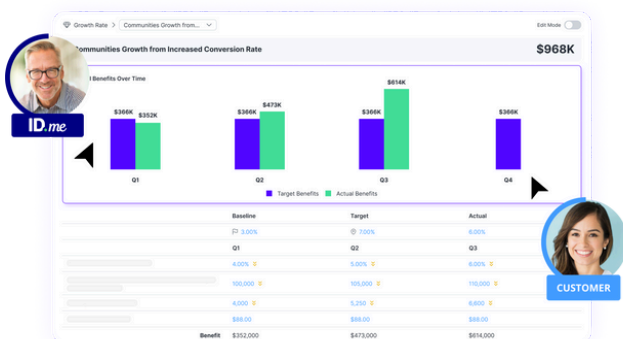


Matt Denton, VP of Business Value Consulting, ID.me

"The platform makes it **easy to visualize impact in a way that resonates** with both day-to-day users and executive stakeholders."



Jerrod Latham, Principal Value Consultant, ID.me



GO-LIVE IN TWO MONTHS WITH 83% ADOPTION

Even though ID.me had tons of spreadsheets covering four different customer segments, they were able to go live with Eco within two months. This was made possible by working with Ecosystems' [value engineering team](#), who helped to brainstorm ideas and package what the ID.me team had built in Excel.

ID.me rolled out Ecosystems with a focused, phased approach:

PHASE 1

Enabled front-line sales
to use CVA in new
business pursuits

PHASE 2


Integrated CVA into
post-sale workflows for
retention and expansion

PHASE 3

Ecosystems provided
enablement to drive user
adoption and platform fluency

This allowed their internal team of just two value consultants “time to focus on other things than maintaining and building the models. ... **That's something that we're willing to invest in.**”

Jerrold Latham, Principal Value Consultant, ID.me



By tying platform usage to tangible business goals and making the tool user-friendly, ID.me immediately got around 70% adoption of the platform by the field team.

There are several factors that drove this strong adoption:

- ID.me launched the program with top-down support at Sales Kick-Off (SKO), and the sellers were going through value selling training at the same time.
- The sales team could immediately see that the Ecosystems platform was a value-add, especially because it was seamlessly integrated with ID.me's Salesforce CRM.
- ID.me also mandates that deals over a certain threshold have a business case, which helped to drive adoption.

Later, the team was able to increase adoption to 83% by making value selling an essential part of the sales process, making the platform easy to use, and showing the field team that following the process and platform leads to revenue growth.

Some of their tactics included:



Value Selling training



Onboarding on
customer value



Deal reviews



Use case Friday's



Generation of
success stories



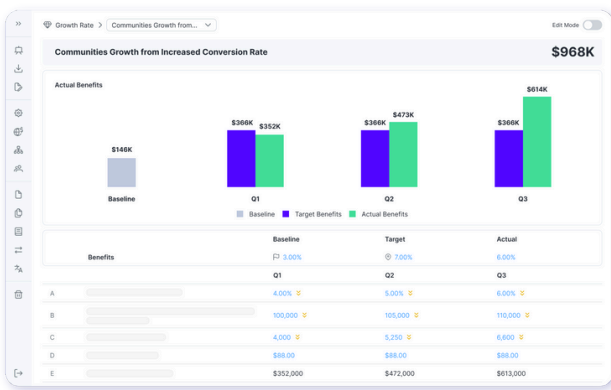
Win/loss reviews

VALUE REALIZATION

Recognizing that not all customers begin with a formal business case, ID.me crafted three value realization pathways.

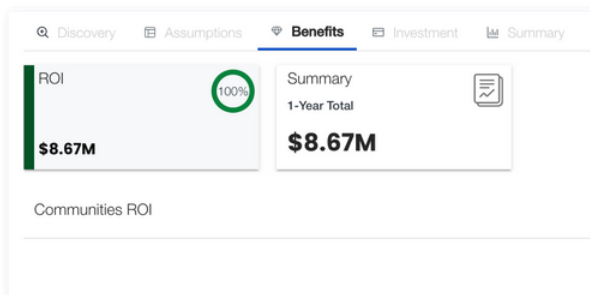
Business Value Assessment (BVA) to Business Value Realization (BVR):

For deals with a pre-sale business case, value realization is measured directly against initial value drivers, creating a seamless pre- to post-sale narrative.



Value Realization Hypothesis:

For customers without a presales BVA, the team leverages internal reporting to create hypothesis-driven business cases post-sale, engaging customers to validate or refine assumptions.



Manual:

Finally, for marketing-driven programs like Communities, ID.me tracks key KPIs—customer acquisition, cart size, and purchase frequency—even when financial ROI data isn't shared.

	Q1
C % New - Non-ID.me Customers	15.00%
D % New - ID.me Customers	20.00%
E Variance	33.33%
F AOV - Non-ID.me Customers	\$100.00
G AOV - ID.me Customers	\$150.00
H Variance	50.00%
I Frequency - Non-ID.me Customers	2.50
J Frequency - ID.me Customers	3.50
K Variance	40.00%

This flexible model enables ID.me to scale value conversations across diverse buyer journeys to ensure customer retention and expansion. These are used by their Customer Success team for customer business reviews, and they can help to forecast value for customers with cross-sell/upsells or integration changes.

RESULTS

In their first year using Ecosystems, ID.me achieved:



2.2x

improvement in win rates when CVA was used in sales cycles



15%

increase in average deal size



83%

rep adoption



Significant time savings



Centralized system



Value realization embedded throughout the customer journey

"It saves our team a ton of time, and more importantly, it **helps our customers see the real ROI.**"



Jerrod Latham, Principal Value Consultant, ID.me

"We recently worked with a large government agency... the value model became **the foundation for renewals, upsells, and long-term alignment.**"



Matt Denton, VP of Business Value Consulting, ID.me

FUTURE OUTLOOK

“We're still early in our journey, but it's already clear that **Ecosystems is helping us deliver a more strategic, more credible, and more impactful experience.**”



Jerrod Latham, Principal Value Consultant, ID.me

The results validated ID.me's investment in a more structured and scalable value selling framework. With Ecosystems, the team no longer sees value realization as a one-time exercise.

Looking ahead, ID.me is expanding CVA usage to new teams and segments to further enhance consistency and drive customer-centric growth.

Ready to Elevate Your Value Selling?

If you're ready to scale your value strategy like ID.me, let's talk.

CONTACT OUR TEAM



ABOUT ID.ME

ID.me is the next-generation digital identity wallet that simplifies how individuals securely prove their identity online. Consumers can verify their identity with ID.me once and seamlessly sign in across websites without having to create a new sign-in and verify their identity again. Over 144 million users experience streamlined sign-in and identity verification with ID.me at 20 federal agencies, 44 state government agencies, and 66 healthcare organizations. More than 600 consumer brands use ID.me to verify communities and user segments to honor service and build more authentic relationships. ID.me's technology meets the federal standards for consumer authentication set by the Commerce Department and is approved as a NIST 800-63-3 IAL2 / AAL2 credential service provider by the Kantara Initiative. ID.me is committed to “No Identity Left Behind” to enable all people to have a secure digital identity. To learn more, visit <https://network.id.me/>