



# Digital ID: The CLV Accelerator

Forging Unbreakable Bonds with Customers  
to Maximize Customer Lifetime Value



By incorporating unique QR codes into each garment, we transform everyday products into smart, interactive platforms. Each garment carries its own digital profile in the cloud, capturing events throughout its lifecycle, from production to sale, and even beyond into resale and recycling.

The implementation of Digital IDs empowers brands to embed sustainability and transparency information into each garment, which satisfies regulatory requirements like Digital Product Passport. Detailed product data, traceability information, and certifications are captured and shared with customers and partners, fostering trust and encouraging ethical consumption.

The QR code is more than just a tag; it's a conduit for storytelling. It allows customers to uncover the story behind their clothing, exploring the craftsmanship that went into its creation and the sustainability practices employed along the way.

## Post-Sale Experiences







## First-Party Data

Equipped with a unique code, every garment becomes a sensor, collecting data and sending it back to the brand. Digital ID data allows observing who interacts with products, where and when that happens, and why some calls to action work better than others. Rather than asking consumers to describe their experiences with the brand, we can see first hand, and start to implement the lessons learned from digital marketing into our analog products.

## Capitalizing on Connected Apparel

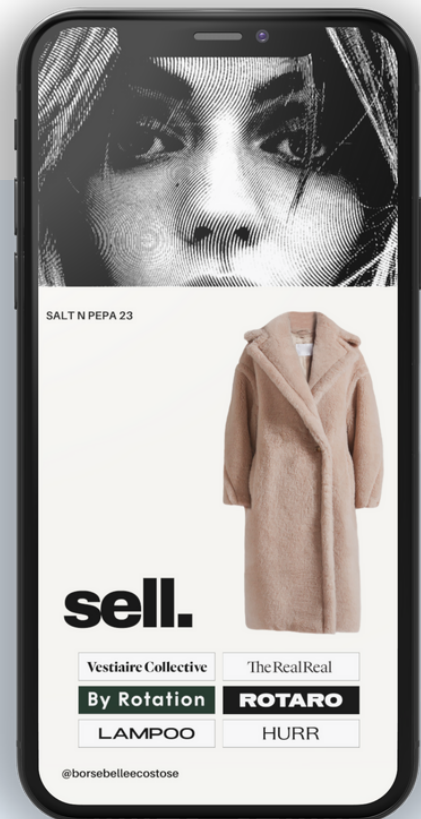
The integration of Digital IDs into apparel is not only about enhancing customer experiences but also about unlocking new business models and revenue streams. By granting business partners access to product data, brands can explore new opportunities like royalties on resale, all while delivering on-product services to customers, increasing overall profitability per item.

Digital ID is a game-changer, and we are now in a **before and after** era in the way brands and consumers interact

## The Future of Fashion

Embracing Digital ID is more than a technological advancement; it's a strategic investment in the future of fashion. Kezzler's solution enables brands to stay competitive and relevant in the digital age, driving customer engagement, enhancing transparency, and fostering sustainability. As each garment becomes a direct to consumer channel, fashion brands can transform passive consumers into active participants in the brand journey.

Digital ID is a game-changer, and we are now in a 'before and after' era in the way brands and consumers interact. It's time to step into the future of fashion with Kezzler, where every garment tells a story, and every customer is a part of the narrative.





# Company

Kezzler is a software company and technology leader specializing in providing Digital ID solutions for connected products. Since 2010, Kezzler has powered product digitization and helped build sustainable value chains for global businesses across industries as varied as food and beverage, retail and apparel, industrial goods, OTC pharmaceuticals and consumer packaged goods.

Kezzler is headquartered in Oslo, Norway with a global footprint. Learn more at [www.kezzler.com](http://www.kezzler.com).

# Platform

Kezzler's Connected Products Platform is a managed SaaS solution that enables businesses to manage, control and add value to their products throughout their entire journeys. By assigning unique Digital IDs to individual items, the platform provides real-time visibility, authentication, and connected experiences. With its agnostic approach to systems and platforms, Kezzler's platform seamlessly integrates with existing IT infrastructure, offering a scalable and flexible solution configurable to their needs.

- Designed to meet the requirements for scale, flexibility, and speed of any customer, industry or market
- Delivered to customers as managed SaaS on a dedicated instance hosted on the cloud vendor of choice



Massively Scalable

**46bn**

USD value of goods digitized last 12 months

Flexible & Fast

**5m**

daily platform interactions on one single client's software

Integration Friendly

**25bn**

connected products as of 2022

Purpose Built

**>35**

countries with activated products in the market

## HQ | Norway

Schweigaards gate 15b  
0191 Oslo

## The Netherlands

Gamerschestraat 47  
5301 AR Zaltbommel

## USA

One Marina Park Drive  
Suite 1410, 02210 Boston

## Singapore

11 North Buona Vista Drive  
Singapore 138589

## China

Room 805,7/F No.1 Building  
Chaoyang District, Beijing

## India

Level 4 MBC Infotech Park  
Maharashtra





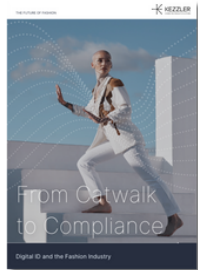
# Additional Resources

[View All](#)

## Solution Briefs & Partnerships



Dealing With Billions



From Catwalk to Compliance



Fashion MRI

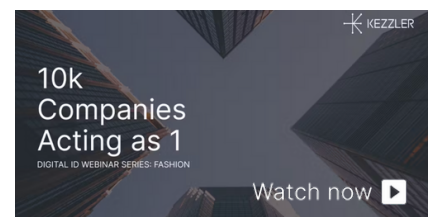
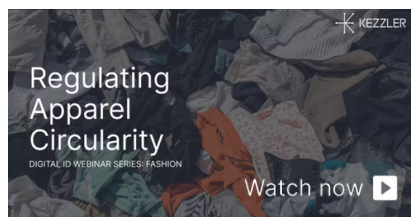
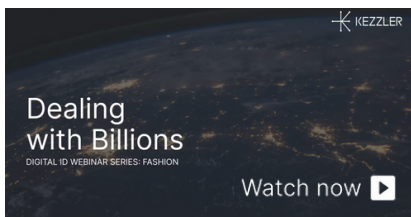


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Kezzler & Trimco Partnership

## Digital ID Webinar Series: Fashion



## eBooks, Guides & Whitepapers

