

GOVX

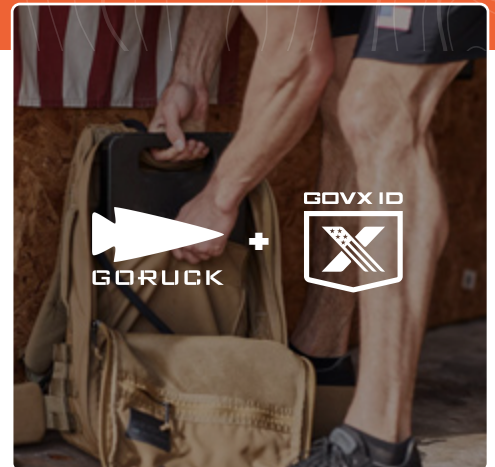
GORUCK MARCHES AHEAD WITH GOVX ID

PARTNER SUCCESS STORY



SUMMARY

Switching to GOVX ID and selling through GOVX Marketplace was an easy one-two punch that took GORUCK to the next level, resulting in immediate cost savings through the elimination of verification fees plus significant new revenue by selling directly to the GOVX community.



ABOUT GORUCK

Founded in war-torn West Africa in 2008 by a Special Forces operator and CIA field agent, GORUCK builds incredibly tough rucking gear for incredibly tough customers, and they put on thousands of live events all over the world where participants push themselves, and their rucking gear, to the limit. With the inspiring motto “Earn it!” guiding their phenomenal growth, GORUCK has evolved into a head-to-toe motivational fitness juggernaut with offerings for people of all ages and fitness levels seeking to improve their cardiovascular fitness and strength.

SALES GREW
10%
THROUGH
PARTNERING
WITH GOVX

33%
OF GOVX AFFILIATE
TRAFFIC TO GORUCK
MAKES A PURCHASE



IDENTITY VERIFICATION

GORUCK saw an opportunity to eliminate identity verification costs by switching to GOVX ID, but more importantly, they saw the enormous potential in activating a direct channel to the GOVX community, which sits right in the GORUCK sweet spot.

The GOVX Shopify app made switching to GOVX ID fast and easy, and adding GORUCK to GOVX Marketplace took just a couple of additional clicks in the Shopify app. The entire switch took minutes, and the results were nearly instantaneous.

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Everyone tells you how easy tech will be, but we all know how that often goes. With GOVX, it truly was damn easy. **The GOVX Shopify app made switching identity verification providers incredibly simple**, and adding GORUCK's product line to GOVX Marketplace took just a few minutes and a couple of clicks. Partnering with GOVX produced immediate results without having to trade growth for marketing expenses and helped us significantly expand our user base while delivering more value to the fast-growing rucker community. GOVX really is just a great partner.

- JUSTIN FREDERICKS, PRESIDENT



WHAT IS RUCKING?

Simply put, rucking is the act of walking with weight on your back. It's a low-impact exercise based on common military training workouts, often used as a team-building exercise. Rucking is an excellent way to build muscle, burn calories, and strengthen character.