

# Deep Sync Dataset Overview

## About Deep Sync

Deep Sync represents a family of data-driven marketing brands, the majority of which have been in the industry for more than three decades. Our privacy-first datasets and best-in-class data solutions enable our clients to identify, target, and engage their audiences across devices and locations.

Privacy-safe and  
future-proof  
audiences

Unique compilations  
and proprietary  
sources

Simplified activation  
across all relevant  
channels



### Consumer, Resident, and Business Data

Drive successful campaign outcomes with highly customizable, privacy-safe datasets compiled with the intelligence of postal data at a national scale. Rich identity data is available for 96% of U.S. residents.

- 249 million consumers
- 164 million residents
- 26.5 million business



### Student and Young Adult Data

Trust ASL Marketing to deliver the most accurate, comprehensive data available in the student space. Distinct, self-reported sources result in unmodeled data for high school students, college students, college graduates, and young adults.

- 3 million high school students and 1.5 million parents
- 8 million college students and 10 million college graduates
- 50 million young adults



### New Movers, New Homeowners, and Property Data

Experience broad coverage of new mover, new homeowner, and property-related data compiled from exclusive and unique sources. Weekly updates ensure relevance, timeliness, and ease in reaching in-market audiences.

- 1.4 million pre-movers
- 25.8 million new movers and 4.6 million new homeowners
- 107 million properties

## Compilation Methodology

Deep Sync's data attributes are 100% compliant with U.S. privacy rules and regulations. We compile much of our exclusive information from the point of origin. A complete suite of data hygiene processes are applied with each update to promote the highest quality and deliverability across all channels.

## Our Primary Collection Sources

- Address Histories
- College Directories
- Consumer Surveys
- Courthouse Records
- Directory Assistance Data
- Postal Data
- Publications
- Purchase Transactions
- Real Estate Transactions
- Self-Reported Data
- Student Surveys
- Subscription Services
- United States Census® Data
- Voter Registrations
- Warranty Cards and more

## A Sampling of Vertical Use Cases

### Automotive

- Automotive Accessories
- New and Used Car Sales
- New Drivers
- Services and Vehicle Care

### B2B

- Job Titles/Functions
- NAICS and SIC Codes
- Number of Employees
- Sales Volume

### Education

- Child Care Services
- College Admissions
- Test Preparation
- Tutoring Services

### Entertainment

- Arts and Cultural Events
- Amusement Parks
- Concerts and Festivals
- Restaurants

### Financial Services

- Banking and Loan Offers
- Credit Card Services
- Investment Opportunities
- Retirement Planning

### Insurance

- Auto Insurance
- Homeowners Insurance
- Life Insurance
- Renters Insurance

### Nonprofit

- Donor History
- Political Affiliation
- Prospective Volunteers
- Social Interests

### Personal Services

- Day Spas and Salons
- Gym Memberships
- Pet Sitting Services
- Professional Organization

### Real Estate

- Home and Lawn Care
- Home Improvement
- Pre-Movers
- Real Estate Services

### Retail

- Appliances and Furniture
- Brand Name Clothing
- Luxury Items
- Personal Electronics

### Telco & Utilities

- Cable and Satellite
- Internet Services
- New Movers/Homeowners
- Residential Data

### Travel

- Airline Travel
- All-Inclusive Resorts
- Cruise Travel
- Vacation Planning