

# The ASL Marketing Product Suite

## About ASL Marketing

ASL Marketing, a Deep Sync brand, is the premier compiler of self-reported, deterministic student data, supporting the direct marketing needs of brands since 1972.

**Inquire About Our Custom Audiences!**

## A Market Leader for Five Decades

Trust ASL Marketing to deliver the most accurate, comprehensive data available in the student space. With a strong focus on Gen Z markets and their parents, including high school students, college students, and young adults, ASL datasets drive powerful targeting opportunities and campaign outcomes for the nation's leading higher education institutions and brands alike.

**3MM**

High School Students

**18MM**

College Students and Alumni

**50MM**

Youth and Young Adults

## Why ASL Marketing?

ASL's use of distinct, self-reported data sources results in pure, unmodeled deterministic data for use in a variety of student-focused marketing applications. Among these sources is a proprietary national survey that enables extensive coverage, including more than a quarter of high school students and 60% of college students nationwide. Use ASL datasets to:

- Curate highly influential student- and youth-focused audiences
- Combine segments to create custom audiences
- Engage in online and offline targeting initiatives
- Increase the effectiveness of relevant offers with self-reported data
- Build loyalty among brand-conscious consumers
- Simplify enhancement, transformation, and identity resolution processes

## Use Case

A national retailer seeking to increase exposure among back-to-school shoppers engaged ASL Marketing to target college students by year as well as their parents. 14 Million postal addresses and 8.4 million records for digital/social use were delivered. The client reported increased traffic and online orders. In addition, they renewed their cross-platform initiative using both college student and parent data.

## ASL Marketing Audiences



### High School Students

**Reach: 3 million high school students**

Gain access to an exclusive student audience, including college-bound seniors, that has significant influence over their household's purchases. High school audiences are selectable by class year, college interests, date of birth, household income, and more.



### High School Parents

**Reach: 1.5 million high school parents**

Communicate directly with decision makers where high school students are present in the household. Select parents and guardians by student age and school year as well as income for offers including automotive accessories, computers, insurance, school supplies, study aids, and tutoring services.



### College Students

**Reach: 8 million college students**

Connect with students attending colleges and universities nationwide. These dynamic young consumers, worth an estimated annual spend of \$600 billion, are ideal prospects for internships, loan consideration, recruitment offers, travel, and more.



### College Alumni

**Reach: 10 million college graduates**

Maximize graduate study, internship, and recruitment-related campaign outcomes by connecting with college graduates. Create the ideal alumni audience by selecting graduation year, major/field of study, and school of attendance.



### Young Adults

**Reach: 50 million young adults**

Benefit from a diverse audience of emerging consumers, primarily ages 18 - 34, including both college and non-college graduates as well as young professionals. Available selections include college graduation date, college major, date of birth, ethnicity, gender, and household income.

## Compilation Methodology

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

*Please note that all targeting of under-age-18 individuals is focused on the parent/guardian at the household level.*

## Primary Collection Sources

- College directories
- Educational websites including those focused on colleges, grants, loans, and scholarships
- Proprietary surveys distributed in high schools nationwide
- Public records
- School-related purchases
- Student-initiated requests for school catalogs, student loan information, and scholarship applications

Call 888-970-7248 or email [connect@deepsync.com](mailto:connect@deepsync.com) today and learn how the ASL Marketing product suite can boost the performance of your marketing initiatives.