The Compact Product Suite

COMPACT
information systems

About Compact Information Systems

Compiling best-in-class, U.S.-based consumer and resident datasets for more than 30 years, Compact Information Systems, a Deep Sync brand, powers billions of data connections for thousands of customers annually.

**Inquire About Our
Custom Audiences!**

Leading the Industry Since 1988

Drive successful campaign outcomes with highly customizable datasets from Compact Information Systems. Our masterful compilations and deep industry relationships enable you to identify the specific audiences you desire with ease. Whether you seek to license an entire dataset to serve as your foundational data layer or you are interested in campaign-specific audiences, our team meets you where you are.

249MM Consumers	**164MM** Residents	**2,000+** Attributes

Why Compact?

Compact is one of only two companies with direct access to postal data on a national scale. The resulting weekly updates provide postal data coverage for 96% of all U.S. residents. This rich identity data is combined with our proprietary datasets to create an unprecedented view of consumers and households nationwide. Use Compact datasets to:

- Discover new audiences with enhanced targeting and custom mapping
- Create more relevant brand experiences through dataset enrichment
- Gain a unified view of your customers
- Simplify enhancement, transformation, and identity resolution processes
- Create lookalike audiences with comprehensive modeling services
- Activate audiences across all relevant channels

Use Case

A national manufacturer of tractors and lawn and garden equipment trusts Compact Consumer Direct to identify prospective lawn tractor owners nationwide. Deep coverage of demographic, lifestyle, and property attributes power internal analytics for their robust multichannel campaign engine.

Compact Audiences

Consumer Direct
Reach: 249 million consumers
Experience an enhanced consumer dataset that drives exceptional targeting and expanded coverage. No matter your chosen audience or end destination, Consumer Direct powers your campaign with a comprehensive selection of more than 750 attributes.

Resident Direct
Reach: 164 million residents
Maximize reach and optimize postal discounts with a data source designed for postal saturation. Fully aligned with current postal delivery routes, Resident Direct enables you to easily identify specific geographical areas via Compact's advanced mapping capabilities.

Business Direct
Reach: 26.5 million businesses
Gain access to critical business intelligence that enables connections with decision makers at companies and organizations of all sizes. More than 150 firmographic attributes including SIC and NAICS codes are available.

Property Direct
Reach: 107 million property owners
Utilize a robust collection of lender, loan, and property insights to reach both commercial and residential property owners. Multiple valuation models and pre-foreclosure status are available to aid in the creation of your desired audience.

Apartment Direct
Reach: 20 million renters
Identify verified, active renters living in specific apartment and condominium complexes with this exclusive dataset. Apartment Direct covers complexes with more than 16 units and is selectable by rent range; contact names are available for a percentage of records.

Compilation Methodology
Compact'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.

Primary Collection Sources
- Address Histories
- City Directories
- Consumer Surveys
- Courthouse Records
- Directory Assistance Data
- Modeled Data
- Postal Data
- Publications
- Purchase Transactions
- Real Estate Transactions
- United States Census® Data
- Voter Registrations
- Warranty Cards and more

Call 888-970-7248 or email connect@deepsync.com today and learn how the Compact Information Systems' product suite can boost the performance of your marketing initiatives.