DEEP|SYNC

Create Personal, Purposeful Marketing Interactions

A collection of data services and strategies that empower your brand to harness the value of your first-party data

First-party data is arguably the most powerful and valuable data a marketer can leverage. Collected from actual interactions with your brand across channels, devices, and time, first-party data is the key to improving your overall marketing performance.

Now more than ever, brand marketers must leverage **data-driven intelligence** to promote **stronger loyalty communications** and more **intelligent prospect audience identification**.

The journey begins with your source of truth: your first-party data. In addition to being information that your organization collects and controls (which is critically important given the rash of new privacy regulations both current and forthcoming), your first-party data can be leveraged to create personal, purposeful marketing interactions with your current customers. Going a step further, this same dataset can inform prospect audience creation to support your new revenue growth goals.

When you are ready to begin, turn to 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 target audiences across devices and locations.

Benefit From Your First-Party Data

Targeted Audiences
Learn from your first-party data to create targeted lookalike audiences that enhance your prospecting initiatives

Personalized Experiences
Create personalized experiences that deliver value in all interactions your customers have with your brand

Competitive Advantage
Develop a distinct competitive advantage with a proven audience and data points that are exclusive to your company

Quality Control
Be confident knowing that your organization has collected and is in control of the quality and accuracy of the data you utilize

Leverage Deep Sync to Support Your Brand's First-Party Data Initiatives

Deep Sync represents a family of data-driven marketing brands, the majority of which have been in the industry for more than 30 years. Our proprietary marketing datasets span U.S.-based consumers, businesses, new movers, new homeowners, students, young adults, and much more. And while we may have started in the industry when it was focused on direct mail, we've evolved to enable our clients to reach their target audiences across channels, devices, and locations, both online and offline.

Why Deep Sync?

We've been building the nation's best consumer audiences for decades.

Deep Sync's data is compiled from known, deterministic offline data, as opposed to anonymous identifiers, so we always resolve back to a person, household, or business. In addition to being a trusted provider of data to agencies and brands alike, Deep Sync licenses our own data assets to many of the nation's leading data providers to enhance their compilations. In fact, our data powers roughly 5% of all U.S. mail sent annually.

At the core of Deep Sync's data assets is our identity spine, a highly accurate identity asset that identifies people, households, and businesses across the U.S. and enables us to connect a variety of data attributes into actionable audiences through names, postal addresses, personal emails, professional emails, telephone numbers, MAIDs, and more.

Defining Common Types of Marketing Data

1

First-Party Data
Your own customer data as collected through POS, inquiries, customer service calls, opt-ins, and sign-ups

2

Second-Party Data
Another company's first-party data that you have permission to use, often through an affiliate or contractual relationship

3

Third-Party Data
Data compiled for marketing purposes from sources that include public records, self-reported data, and sophisticated models

Data Services & Strategies to Harness the Value of Your First-Party Data

Deep Sync powers agencies and brands with unmatched audience insights, unsurpassed reach, and unrivaled expertise. By combining the industry's most comprehensive data with easy-to-activate solutions, we connect offline and online marketing to enable one-to-one communications with your desired audiences. Whether you seek a team of experts to guide the process, or you desire the security of cloud-based services, we meet you where you are.

Reduce the risk of data decay with ongoing accuracy and quality measures

Reveal previously unknown insights about your current customers with first-party data enrichment

Create well-defined target audiences for improved acquisition engagement with lookalike audiences and modeling

Reach your exact audiences where they spend time online with first-party data enhanced onboarding

Transform fragmented data into a single customer view with identity resolution services

Reduce the Risk of Data Decay with Ongoing Accuracy & Quality Measures

Increase the performance of your first-party data as you combat the negative impacts of data decay through the application of hygiene and suppression services. Data decay refers to the gradual loss of quality that occurs when data is extracted from the environment responsible for its upkeep. As a population, we are incredibly dynamic; constantly moving, growing, and changing. Data files on the other hand, capture a moment in time and cease to change following their creation. The average consumer dataset can decay at a rate of 25% - 30% a year; business data decay rates can be even higher.

Data hygiene and suppression services cleanse errors and irregularities, standardize addresses, flag undesirable profiles, and improve overall usability. Whether preparing your customer data for direct mail, online advertising, or for the application of data services, these services create a solid foundation to grow upon.

Available Services

- Deep Sync's Data Quality Improvement service and Data Quality Report, available in the Snowflake Marketplace
- CASS™ System
- DSF^2®
- LACS^{LINK}®
- NCOA^{LINK}®
- Bankruptcy Suppression
- Deceased Suppression
- Do Not Call/Do Not Mail Suppression
- Prison Suppression
- Email Address Verification

Recommended Use Cases for Data Hygiene & Suppression Services

Develop mail-ready data files formatted to USPS® standards

Improve deliverability rates by normalizing addresses between disparate data sources

Prevent wasted ad spend by reducing irrelevant offers and undesirable targeting

Increase match rates for digital activation by starting with clean postal addresses

Reveal Previously Unknown Insights About Your Current Customers with First-Party Data Enrichment

Develop a deeper understanding of your current customers' behaviors, needs, and wants through the addition of valuable data attributes and contact details. Data enrichment offers brands of all types with an opportunity to gain meaningful insights into their existing customers. This added intelligence will power your online and offline segmentation and personalization efforts, while enabling highly-relevant communications to your most valued customers. With Deep Sync's robust collection of third-party data assets, you can choose from thousands of attributes to enhance the value of your first-party data.

Recommended Use Cases for First-Party Enrichment

Power cross-channel initiatives with the addition of new and/or updated contact details

Identify cross-sell and upsell opportunities with a better understanding of who your customers are and the needs they likely have

Develop customer segmentation and apply personalization to speak to your audience in a meaningful, relevant way

Inform future third-party list purchases for more effective prospect targeting

Enrich Your Data

- Contact Details (personal and professional)
- Demographics
- Firmographics
- Financial Attributes
- Geo-Coding
- Lifestyle Data and Interests
- Life Events
- Property Data
- Transactional Data and Buying Activities

Deep Sync's **Customer Record Enhancement** is available today in the Snowflake Marketplace and as a full-service solution through the Deep Sync team.
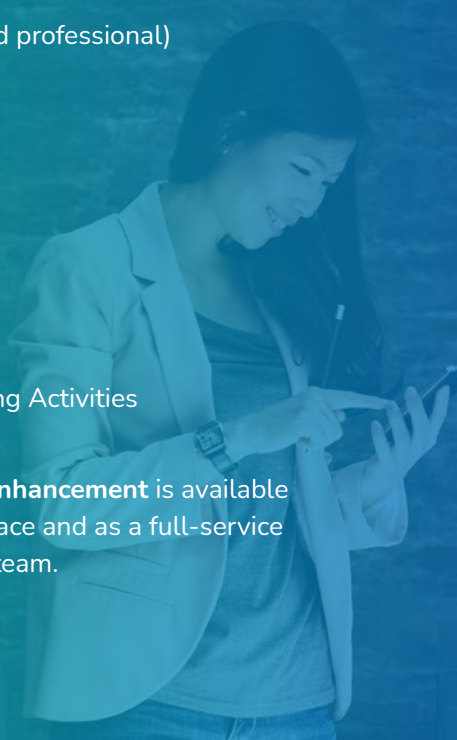
Create Well-Defined Target Audiences for Improved Acquisition Campaigns & Customer Engagement with Lookalike Audiences & Modeling

Move beyond prospect targeting based on assumptions to data-driven audiences created with the intelligence of your current customer data. Deep Sync's modeling services analyze patterns within your first-party data to isolate key segments designed to meet your marketing goals. Whether you seek lookalike audiences that are demographically-driven or predictive models to best guide your efforts, Deep Sync has the data science expertise to execute analytic processes using industry-leading datasets and techniques.

Recommended Use Cases for Lookalike Audiences & Modeling

Determine the traits that specific audience members have and how they differ from other current customer segments

Concentrate marketing efforts and dollars on the audience members most likely to provide the highest rate of return

Create informed, targeted prospect lists for acquisition initiatives based on model outcomes

Gain insight into your organization's potential risks and opportunities

Demographic Profiles & Lookalike Audiences

Discover similarities in your customer base and identify lookalike audiences with a customer profile analysis from Deep Sync. We offer several options, including our cutting-edge online tool, Customer Insights, as well as offline options for creating custom segments. Develop your brand's ideal buyer personas to focus your sales and marketing efforts, reduce marketing spend, guide product decisions, and ultimately allow for better alignment across your organization.

Custom Models

Go from telling a story to predicting the ending. Predictive analytics move beyond that of a demographic profile to predict response and purchase behavior from your customers and prospects. Predictive analytics enable marketers to seamlessly craft ideal target audiences, realistic media budgets, and sound key performance indicators. Results can be fed back into the model for ongoing analysis and audience optimization. Custom models are available for customer loyalty, retention, and attrition initiatives as well as acquisition efforts, including response and conversion.

Customer Insights

Deep Sync's Customer Insights is an automated profiling service that provides brands with an efficient method to better understand their customers and inform future data buying decisions. With Customer Insights, clients upload their first-party data to generate a detailed report made possible by matching to Deep Sync's own identity graph of more than 252 million U.S. consumers. A series of user-defined identifiers enables us to search for and identify consumers within our graph. The result is an actionable demographic insights report and corresponding audience recommendations for future marketing initiatives. **Explore Customer Insights today when you visit one.deepsync.com.**

More on Deep Sync One

Gain instant access to thousands of deterministic and probabilistic audience segments from the nation's leading data providers and marketplaces when you create a Deep Sync One account. Deep Sync One, an audience-building platform and data marketplace, features a vast collection of B2C and B2B audience segments that can be delivered directly to your programmatic or social media accounts. Our pricing is fully transparent and clearly displayed within each audience segment. Begin today by visiting one.deepsync.com and browse for free!

Reach Your Exact Audiences Where They Spend Time With Enhanced First-Party Onboarding

Be where your customers are when planning to make a purchase, including researching brands, reading reviews, and seeking support — online. With first-party enhanced onboarding available in the Deep Sync One platform, you can reach more of your customers online, ensuring your product and service offerings remain top of mind. Our enhanced onboarding process ingests your first-party data and utilizes Deep Sync's own robust identity graph to match your customers. The inclusion of our digital identifiers, including MAIDS, improves the outcome of your onboarding results with increased match rates. In most cases, onboarded audiences are available in your desired ad account within 48 - 72 hours.

Recommended Use Cases for First-Party Onboarding

Activate your offline customer data for online use

Increase match rates to social destinations with enhanced data to reach more of your target audience

Upload one audience for distribution to multiple social destinations

Build cross-channel initiatives that create cohesive brand experiences

DEEP SYNC

Transform Fragmented Data into a Single Customer View with Identity Resolution Services

Unlock the full potential of your customer data with an identity solution that creates accurate, unified customer records. Deep Sync's Data Quality Improvement, a customer data hygiene and verification service, transforms fragmented data collected across multiple sources into unified, meaningful records. Data Quality Improvement assigns a unique individual-level identifier to each customer record match. Household identifiers are also provided, lending valuable insight into household relationships that exist within your dataset.

As one of only two companies with a direct national partnership with the United States Postal Service®, Deep Sync features coverage on 96% of residential addresses in the nation. Advanced algorithms leverage our identity graph to link disparate data to a persistent ID, providing a desirable, actionable single customer view.

Deep Sync's Data Quality Improvement service is available today in the Snowflake Marketplace and via full-service through the Deep Sync team. We also offer our Data Quality Report as a native application in Snowflake. The Data Quality Report provides summary metrics on your first-party data, including unique individuals, households, and match rates to Deep Sync's identity graph.

Recommended Use Cases for Deep Sync's Data Quality Improvement

Clean disjointed datasets to create complete customer profiles and discover connected households

Validate your customer records against a leading national data source supported by weekly USPS updates

Normalize essential contact data points and fill in the gaps where data is missing

Create a clean foundation for future enrichment services to be applied

Deep Sync's Data Quality Improvement Service:

- Applies persistent Deep Sync individual and household IDs where a match can be made and a synthetic ID when a match cannot be identified, which enables you to identify and remove duplicate records
- Normalizes and verifies postal addresses
- Updates addresses when an individual has moved
- Adds addresses when not present
- Adds additional contact points, including email addresses and telephone numbers

Begin today by calling 888-970-7248.

Achieve your online and offline marketing goals. Call 888-970-7248 or email connect @deepsync.com. Our team stands ready to provide the guidance and support needed to elevate the value of your first-party data.