DEEP|SYNC

Deep Sync Audiences for Connected TV Campaigns

Create precision-targeting opportunities when you pair Deep Sync's audience segments with your CTV initiatives. Begin today by visiting the LiveRamp Data Marketplace!

COMPACT
information systems

Filter by or search for **Compact Information Systems** to target **consumers**

ASL Marketing

Filter by or search for **ASL Marketing** to target **students, young adults, and their parents**

HomeData

Filter by or search for **HomeData** to target **new movers, new homeowners, and property owners**

Superior Quality Audiences for Your CTV Campaigns

Deep Sync represents a family of data-driven marketing brands, including Compact Information Systems, ASL Marketing, and HomeData, 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. Deep Sync's multi-decade focus compiling the highest-quality data for direct mail has powered our evolution of audience targeting across channels, devices, and locations, both online and offline.

Why Deep Sync?

Deep Sync's datasets are compiled from known, deterministic offline data, as opposed to anonymous identifiers, so we always resolve back to a person, household, or business. Activating Deep Sync audiences for your CTV campaigns elevates your ability to target effectively based on the behaviors, needs, and wants of consumers.

Flexible Options for Precise CTV Targeting

Choose from Deep Sync's off-the-shelf audiences available in LiveRamp's Data Marketplace

Build custom audience segments designed exclusively in support of your campaign goals

Create lookalike audiences using the intelligence within your first-party data

Sample Segments for CTV Targeting

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COMPACT
information systems

- Age of Children in Household
- College Graduates
- Dwelling Type - Apartment
- Dwelling Type - Home
- Gender of Children
- High Net Worth
- Homeowners
- Owns Investments
- Owns Stocks and Bonds
- Renter
- Premium Credit Card Holders
- Presence of Children
- Travel Credit Card Holders
- Travel Interest

ASL Marketing

- Back-to-School Shoppers
- College-Bound High School Seniors
- College Freshman
- College Sophomores
- College Juniors
- College Seniors
- First Time Credit Card Holders
- First Time Drivers
- Gen Z
- Graduate Students
- Graduating College Seniors
- Millennials
- Military Intent

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

HomeData

- Conventional Mortgage Holders
- High-Spend Movers
- Homeowners/Renters
- In-State and Out-of-State Movers
- Length of Residence
- New Homeowners
- New Movers by Timeframe
- New Voter in District
- Number of Residential Properties Owned
- Pre-Movers
- Premium Home Value
- Structure Age

Begin Today!

Visit the LiveRamp Data Marketplace to find your ideal Connected TV audience segments or call 888-970-7248 for additional personalized recommendations.