

# Enhanced Onboarding

Improve your offline-to-online social onboarding results with the addition of valuable match identifiers

Leverage Deep Sync's **robust identity graph** and **supplemental identifiers** to **increase social onboarding match rates**

Utilize the **Deep Sync One** platform to upload your customer data with ease

Receive onboarded audiences in your **Facebook and TikTok** ad accounts **within 24 hours**

## Reach Your Exact Audiences Where They Spend Time Online

Today's consumers lean heavily on social media when planning a purchase, including researching brands, reading reviews, and seeking support. With Enhanced Onboarding from Deep Sync One, you can reach more of your customers online, ensuring your product and service offerings remain top of mind.

## The Enhanced Onboarding Process

Our enhanced onboarding process ingests your first-party data and utilizes Deep Sync's own robust identity graph to match your customers. A series of user-defined identifiers enables us to search for and identify consumers within our graph. The inclusion of our online and offline identifiers, including MAIDs, enhances the outcome of your onboarding results with increased match rates. In most cases, these audiences can be enabled on Facebook and TikTok within 24 hours, if not sooner.

Improve your social onboarding results today at [one.deepsync.com](https://one.deepsync.com). Interested in a demonstration? Email [support@deepsync.com](mailto:support@deepsync.com) to schedule your one-on-one session.

## 3 Simple Steps to Improved Social Onboarding



Upload your formatted first-party data into Deep Sync One



Map the identifiers in your file to those in the platform



Choose your desired destination and proceed to checkout

## Supported File Formats and Field Requirements

For added flexibility, Enhanced Onboarding supports a variety of file extensions and delimiters.

### Supported File Extensions

- .csv
- .txt

### Supported Field Delimiters

- Comma
- Pipe
- Semicolon
- Tab

Deep Sync's proprietary consumer dataset of more than 250 million records serves as the foundation of our identity graph and powers Enhanced Onboarding. This robust, privacy-safe dataset is 100% compliant with U.S. privacy rules and regulations and includes more than 750 attributes that can be utilized for matching, enrichment, and targeting.

To perform our match, we require an Email Address, which can be hashed, or a combination of First Name, Last Name, and ZIP Code at a minimum. A variety of additional columns can be included in your upload file and will be utilized to increase matching accuracy if provided.

Please note that a minimum of 5,000 customer records is required.

## Additional Deep Sync Audience Services for Your Social Media Campaigns

### Prospect Audiences

Enhance the performance of your social media campaigns with a comprehensive collection of highly-targeted privacy-safe prospect audiences available today in Deep Sync One. Deep Sync One, an audience-building platform and data marketplace, features tens of thousands of B2C and B2B audience segments that can be delivered directly to your social media accounts, in many cases, within hours.

### Custom Audiences

When a multidimensional audience including a variety of audience segments is required, Deep Sync offers custom audiences. Our team will work with you to identify your campaign goals and create an audience segment designed exclusively for your needs.

### 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 250 million U.S. consumers.

