

Connect with the right audience

# College & Student Data

Now available on Deep Sync One

## About ASL Marketing

ASL Marketing, a Deep Sync brand, is the premier compiler of student-related data, supporting the direct marketing needs of educational institutions, agencies, and brands alike since 1972. ASL delivers the most accurate, comprehensive data in the student space with a strong focus on Gen Z markets and their parents, including high school students, college students, and young adults.

**4MM+**  
College  
Students

**90MM+**  
Young Adults  
Ages 18 - 34

**17MM+**  
Parents of  
High School Students

Access **ASL Marketing** by logging into **one.deepsync.com** today!

*Audiences will be distributed to your selected destinations within 24 - 72 hours.*

## Why ASL Marketing?

With data sourced exclusively from proprietary surveys, educational websites (for scholarships, loans, grants, etc.), public record information, and college directories, ASL Marketing has a decades-long history as a trusted partner that colleges and universities as well as digital and traditional marketers rely on.



### Self-Declared, Deterministic Data

The use of distinct, self-reported data sources results in pure, unmodeled deterministic data for use in a variety of student-focused marketing applications.



### Extensive Coverage

ASL Marketing's exclusive compilation methodologies provide coverage on more than a quarter of high school students and 60% of college students nationwide. Data refreshes monthly.



### Custom Audience Creation

In addition to ASL's standard segments in the Deep Sync One Marketplace, customized audiences are available. Contact us to discuss the creation of your ideal student-focused audience.

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

## Sample Segments

Choose from more than one hundred syndicated segments within the Deep Sync One Marketplace:

- College-Bound High School Seniors
- College Intent
- College Students by Major
- College Students by Year
- First-Time Drivers
- Graduation Gift Buyers
- Millennials and Gen Z
- Military Intent
- Parents of High School Students by Class Year
- Prom Shoppers

## Use Cases

- Online and Offline Campaigns
- Custom Segment Creation
- Platform Syndication
- Data Licensing