

Introducing Customer Insights

Inform future data buying decisions and enhance your campaign outcomes with an easy-to-use automated profile report

Learn which demographic elements within your customer file index higher than in the national prospect universe

Access a numeric rank that guides you to the most significant segments based on our findings

Receive specific audience recommendations that can be applied to future online and offline campaigns

Leverage the Intelligence in Your Customer Data

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.

The Customer Insights Process

Customer Insights 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. We apply our intelligence to a comparison between your customer file and our national prospect universe. The result is an actionable demographic insights report and corresponding audience recommendations for future marketing initiatives.

Flexible Reporting Options

Deep Sync offers two versions of the Customer Insights report. Our free summary report displays on-screen in the platform and is accessible to all users. Our most comprehensive report, the Advanced Customer Insights report, is a paid downloadable report that examines dozens of valuable data points for increased awareness and insights related to your customer data.

3 Simple Steps to Improved Campaign Results



Upload your formatted customer file into Deep Sync One



Generate your free report, or purchase an Advanced Customer Insights Report for increased awareness



Identify lookalike audiences to enhance campaign results

Supported File Formats and Field Requirements

For added flexibility, Customer Insights supports a variety of file extensions and delimiters.

Supported File Extensions

- .csv
- .txt

Supported Field Delimiters

- Comma
- Pipe
- Semicolon
- Tab

Customer Insights utilizes Deep Sync's proprietary consumer dataset of more than 250 million records as the foundation of our identity graph. 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, Customer Insights requires 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 in support of matching accuracy if included.

For the best results, a minimum of 3,000 customer records is recommended.

See Results and Take Action on Customer Insights

Once your Customer Insights report is complete, you will be notified via email. For those that choose to stay active in the platform during processing, there is a progress indicator and refresh option that will keep you informed until your report is finished. Your Customer Insights report will include match results, high-ranking demographic attributes, and an index score.

Browse Relevant Audiences

As you explore the results of your Customer Insights report, in-application directions will lead you to a series of hand-selected audiences that most resemble the demographics of your highest-indexing audience segments.

Visit the Audience Builder

Once you have familiarized yourself with the customer segments that are considered most significant, you can visit Deep Sync One's Audience Builder to create your own custom audiences using our proprietary datasets.

Explore Custom Segments

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

In most cases, these audiences can be enabled on Facebook or delivered to your destination of choice within 48 - 72 hours, if not sooner.

Create your **Customer Insights** report today at one.deepsync.com. Interested in a demonstration? Email support@deepsync.com to schedule your one-on-one session.