Reach Your Customers Online with Enhanced Onboarding

Increase your offline-to-online programmatic and social onboarding results by an average of 25% with the addition of valuable match identifiers

Today's consumers lean heavily on social media and online sources 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.

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 Meta, TikTok, or The Trade Desk within 24 hours, if not sooner.

Improve your programmatic and social onboarding results today at **one.deepsync.com**. Interested in a demonstration? Email support@deepsync.com to schedule your one-on-one session.

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

Utilize Deep Sync One to upload your customer data and manage onboarded audiences with ease

Receive onboarded audiences in your Meta, TikTok, or The Trade Desk ad accounts within 24 hours

Additional Deep Sync Audience Services for Your Programmatic and Social Media Campaigns

Prospect Audiences

Enhance the performance of your programmatic and social media campaigns with a comprehensive collection of highly-targeted privacy-safe prospect audiences available today in Deep Sync One. Deep Sync One features tens of thousands of B2C and B2B audience segments that can be delivered directly to your ad accounts, in many cases, within a matter of 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 identity graph featuring coverage on more than 260 million U.S. consumers.

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

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.

About Deep Sync

Deep Sync is the industry leader in deterministic identity. Leveraging our 35-year foundation of compiling direct mail-grade datasets, Deep Sync develops data-first technologies that power marketing, measurement, AI, and business intelligence for agencies and brands with our fully deterministic identity graph, privacy-first audiences, comprehensive data solutions, and integrations with leading platforms and cloud providers.