



# Achieve Marketing Success by Partnering with Deep Sync

Decades of Industry Leadership and Innovation.

Powerful Hygiene, Enrichment, and Identity Solutions.

Deterministic Audiences.

Privacy-Safe and Future-Focused Solutions.

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.

## How Can Deep Sync Help You?

Call 888-970-7248 or email connect@deepsync.com for personalized recommendations on identifying, targeting, and engaging your desired audiences across channels.



Our identity graph is built from the ground up on a foundation of direct mail-grade personal information



Our compilation methodologies are anchored by highly exclusive postal data updates on a national scale



Our access to data and extensive industry partnerships enables us to activate audiences with ease



# **An Independent Partner**

Deep Sync is an **independent company**, not agency owned, and available to work with a wide variety of partners and customers alike. Many of our valued client relationships have spanned decades, and our base features a high rate of return customers.

### **An Industry Leader**

Our data powers roughly 5% of all U.S. mail sent annually. In addition to being a trusted provider of data to agencies and brands alike, Deep Sync licenses our own data assets to many of the nation's leading data providers to enhance their own compilations.

# **Longevity & History**

We have a rich, **multi-decade history** in building highly accurate, scalable data assets across a variety of audiences, including our consumer dataset with more than **260 million U.S. consumers**. Our origins were in direct mail-grade data, where accuracy and quality were required for successful campaigns.

### **Industry-Leading Deterministic Identity Graph**

At the core of Deep Sync's identity graph is our **proprietary identity spine**, a **highly accurate**, **deterministic offline identity asset** that recognizes people and households across the United States. Our identity spine, which leverages a **fully deterministic postal truth set**, enables us to connect omnichannel views of consumers through the use of offline personal information linked to digital identifiers.

### **Privacy & Compliance**

Strict federal and state-level privacy compliance is observed. Opt-outs are accepted and processed from consumers in all states, not only those where required by law. We treat all opt-outs as full "Do Not Sell" requests across all supported advertising types/channels, including targeting, cross-contextual advertising, profiling, and automated decision making.

## **Data When & Where It's Needed**

Deep Sync enables **convenient access** to our comprehensive suite of data and identity solutions **in the cloud where you store your data**, **via our self-service tools**, or **through a member of the highly-tenured Deep Sync team**. Our clients experience true cross-channel access with online, offline, and cloud-based offerings.

# Explore Deep Sync's Robust Capabilities

Deep Sync connects offline and online marketing to enable one-to-one communications with your desired audiences.

- Cross-Channel Audiences
- Digital Marketing Audiences on Demand
- Custom Audience Creation
- Syndicated Audiences in Leading Data Marketplaces and Digital Platforms
- Data Hygiene Services
- Data Enhancement Services
- Offline-to-Online Identity Resolution
- Lookalike Audiences
- Predictive Modeling
- Integrations with Leading Cloud Platforms, Including Native Applications