



Expand Your Marketing Universe with SourcePLUS

Increase consumer record counts quickly and easily without managing multiple data providers or dealing with cumbersome net name arrangements

SourcePLUS, a unique multi-source audience creation technology, utilizes powerful waterfall capabilities that enable Deep Sync to identify unique records across three leading consumer data sources. The resulting hyper-targeted audiences provide expanded coverage, often with an incremental increase of 20 - 50% over traditional single-source lists.

Each data compiler has distinct sourcing methodologies, resulting in unique records from dataset to dataset. SourcePLUS enables the efficient identification of these records, and our exclusive process ensures that individual records are never repeated.

You can fully customize your SourcePLUS experience with a wide range of demographic, lifestyle, and geographic targeting capabilities, including multi-radius and mapping.

Speak to your Account Representative to request your SourcePLUS counts today!



Leverage the strengths of three leading national consumer datasets to identify unique consumer records



Target your ideal prospects with hundreds of demographic, financial, interest, and transactional data attributes



Experience increased match rates when you apply SourcePLUS to data enhancement

Access Best-in-Class Data for a Variety of Campaign Goals

SourcePLUS provides you with unrivaled access to Deep Sync's own privacy-first, proprietary consumer dataset, as well as the nation's leading third-party consumer datasets, without the messy details of managing multiple vendor partners. Rely on SourcePLUS to create the highest quality cross-channel audiences targeted to your specifications, including:

- Back-to-School Campaigns
- Consumer Goods
- Education and Child Care
- Financial and Insurance Services
- Healthcare and Medically-Related Services
- Home Care and Maintenance
- Invitation to Apply Offers
- Luxury Items
- Nonprofit Awareness and Fundraising
- Personal Electronics
- Travel and Entertainment Offers
- Voter Awareness, and more

Improve Data Enhancement Outcomes

The benefits of SourcePLUS continue beyond audience creation. Deep Sync can apply the same waterfall capability to our consumer data enhancement services for improved match rates, resulting in more complete outcomes and a higher overall fill of your selected attributes. Please inquire for additional details.

SourcePLUS Use Cases



An agency serving the senior insurance market was seeing decreased response rates from their preferred prospect list. The client sought new sources of data but was quickly overwhelmed by the time needed to manage multiple partners. SourcePLUS provided **three new sources and an overall incremental lift of 63.85% (418,780 records)** over their original 655,817 records.



A national athletic brand's factory outlet turned to SourcePLUS to drive Black Friday sales. SourcePLUS' multi-radius functionality enabled geotargeting with specific distances from each outlet location while maximizing the total number of available prospects. **Deep Sync identified more than 300,000 consumers that met the brand's strict criteria;** a number that exceeded their volume goal and had not been available previously through single-source list solutions.

About Deep Sync

Deep Sync is the industry leader in deterministic identity and AI-powered data solutions. 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.