

Inform Future Data-Buying Decisions with Customer Insights

Enhance your social campaign outcomes with an easy-to-use, automated profile report that guides the audience selection process

Customer Insights provides an efficient method to better understand your customers and inform future data-buying decisions. To begin, upload your first-party data at one.deepsync.com to generate a detailed report made possible by matching to Deep Sync's identity graph. Deep Sync applies our intelligence to a comparison between your customer file and our national 260 million record consumer prospect universe. The result is an actionable demographic insights report and corresponding audience recommendations for future social 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.



Learn which attributes within your customer file index higher than in a national prospect universe



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



Import your top segments into the Audience Builder to create your own custom audience for social marketing

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.

Create a Custom Audience

The "Create Audience" option imports your top five demographic attributes (based on rank) into the Audience Builder. Attributes are added using "and" logic; you can add and delete attributes as needed using additional Audience Builder features.

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 attributes that most resemble the demographics of your highest-indexing audience segments.

Explore Custom Segments

When a multi-dimensional 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.

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.

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

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 1,000 customer records is recommended.

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.