

Introducing Lookalike Audiences by Deep Sync

Demographic lookalikes that use your customer data as a seed for modeling are a powerful tool to grow your advertising efforts while maintaining the quality of your audiences.

With Lookalike Audiences from Deep Sync, your first-party data, coupled with our robust 260-million-record consumer dataset, is a powerful combination that enables you to accurately and confidently target the right audiences, at scale, across social destinations.

Improve social marketing performance and accelerate revenue by modeling new, relevant prospect audiences

Deep Sync's Lookalike Audiences utilize AI and machine learning approaches to generate demographically focused consumer profiles where matches can be made between the first-party data we ingest and our deterministic identity graph. These profiles inform the selection of consumers in the prospect universe with similar demographic attributes in the closest geographic distance to your current customers.

Lookalike Audiences are ranked in deciles that indicate the strength of the match. While all records across deciles are demographic lookalikes, the records in decile 1 represent the strongest matches. There are three options available when configuring your Lookalike Audiences for delivery: All Matches (all deciles), Strongest Matches (deciles 1 - 3), and the ability to select a custom audience size.



Create a custom prospect audience informed by the intelligence within your current customer data



Customize the size of your Lookalike Audience to meet your specific campaign requirements



Access Lookalike Audiences online and on-demand when you use the Deep Sync One platform

Supported File Formats and Field Requirements

Lookalike Audiences utilize Deep Sync's multi-dimensional, offline-to-online identity graph to discover demographic similarities that exist between your current customer profile and the available prospect audience. To perform our match, Lookalike Audiences requires an email address or a combination of first name, last name, and postal address. (Please note that hashed emails [HEMs] are not supported.) Ideally, the following columns will be provided on upload:

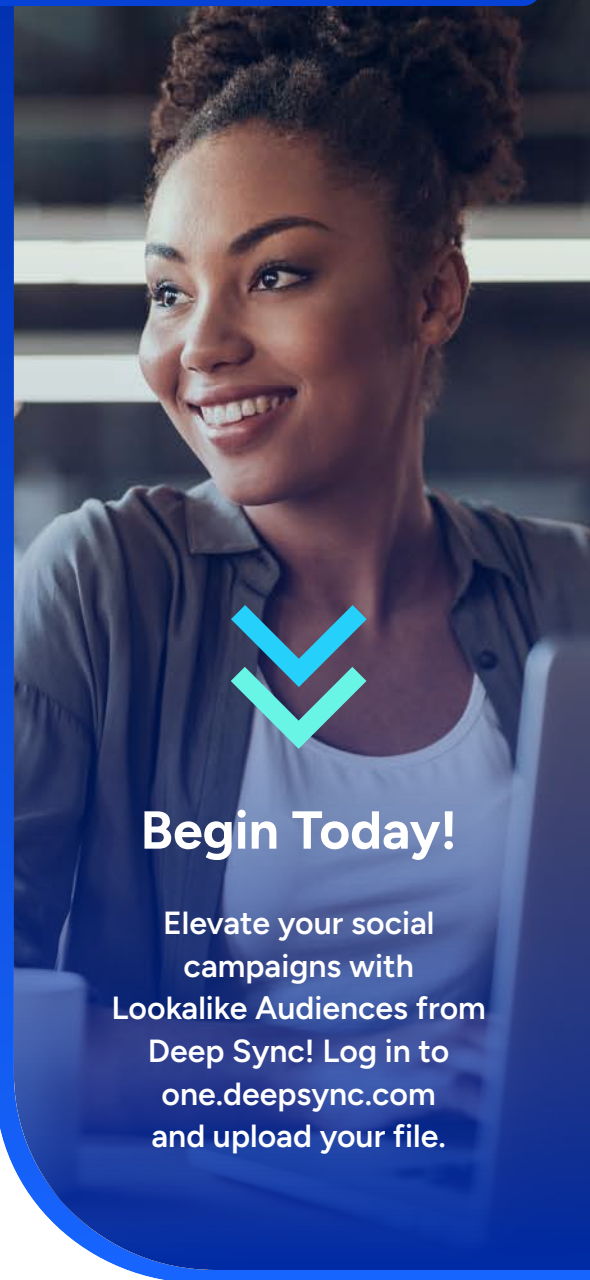
- Email Address
- First Name
- Last Name
- Address 1
- Address 2 (where applicable)
- City
- State
- ZIP Code
- Middle Name (optional)
- Gender (optional)

Both .csv and .txt file formats are accepted; pipe delimiters are required. For the best results, a minimum of 10,000 customer records is recommended.

About the Data

Deep Sync has a rich, multi-decade history in building highly accurate data assets across a variety of audiences, including consumers, residents, businesses, students, new movers, and new homeowners. Compiled from direct mail-grade, deterministic offline data, as opposed to anonymous identifiers, our profiles always resolve back to a person or household.

Deep Sync's nationwide consumer dataset, featuring more than 260 million records, enables the creation of our Lookalike Audiences. This 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.



Begin Today!

Elevate your social campaigns with Lookalike Audiences from Deep Sync! Log in to one.deepsync.com and upload your file.

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.