

# Dataset Overview

Target Your Ideal Audience with Precision

Privacy-first datasets and best-in-class data solutions enable your brand to identify, target, and engage your ideal audiences across devices and locations

## Deep Sync's Datasets

- Resident Data
- Consumer Data
- Business Data
- Property Data
- Apartment Data
- Pre-Mover Data
- Pending Mover Data
- New Mover Data
- New Homeowner Data
- New Connect Data
- Combined New Movers
- High School Students
- College Students
- Parents of High School and College Students
- College Graduates
- Young Adults

## Resident/Occupant Data

- Route Saturation
- Residential Addresses
- Business Addresses
- Mapping
- Postal Presorts
- Enhanced Occupant
- Contact Names Where Available

## Consumer Data

- Age/Date of Birth
- Buying Activities
- Child's Age/Gender
- Credit Cards
- Dieting Concerns
- Dwelling Type
- Early Adapters
- Education
- Ethnicity
- Family Relationships
- Health and Wellness
- Homeowners/Renters
- Household Composition
- Language Preference
- Length of Residence
- Number of Generations
- Occupation
- Pet Owners
- Political Party
- Presence of Children
- Registered Voters
- Students/College Students
- Ultra Affluent
- Veterans
- Young Adults/Senior Adults

## Financial Data

- Credit Card Holders
- Household Income
- Discretionary Spend
- Income Producing Assets
- Net Worth
- Investments
- Modeled Credit Range
- Bankruptcies, Tax Liens, and Judgments

## Property Data

- Dwelling Amenities
- Mortgage Attributes
- Pre-Foreclosure Data
- Property Characteristics
- Property Type
- Structure Style
- Swimming Pools

## Vehicle Data

- Year, Make, and Model
- Black Book® Appends
- Kelley Blue Book® Appends
- Vehicle Purchase Date
- Motorcycle Owners
- Boat Owners

## Lifestyles &

### Consumer Interests

- Contributors/Donors
- Collectors
- Hobbies
- Reading
- Healthy Living
- Hunting and Fishing
- Sports

### Life Event Data

- Teen Driver in Household
- College Graduates
- Newly Engaged
- Newly Married
- Pre- and Post-Natal
- New Mover
- New Homeowners

### Self-Reported

#### Ailment Data

- Ailments and Medical Conditions
- Diabetics
- Medications and Prescriptions
- Hearing Difficulty
- Vision

### Propensity Data

- Banking Relationships
- Brand Preferences
- Consumer Outlooks
- Dietary Preferences
- Credit Card Usage
- Hotel Preferences
- Household Interests
- In-Market for a New or Used Vehicle
- In-Market for a Home
- Leisure Activities
- QSR and Casual Dining
- Shopping Preferences
- Travel Preferences
- Vacation Planners

### Senior Adults

- Medicare Prospects/ Turning 65
- Hearing Aid Prospects
- Independent/Assisted Living Prospects
- Senior Adult Present
- Senior Parents with Adult Children

### Consumer Segmentation

- PRIZM®
- P\$YCLE®
- Personix®
- ConneXions®
- Niches®

### Weekly Hotlines

- Pre-Movers
- New Movers
- New Homeowners
- New Connects
- Combined New Movers

### Businesses, Industries, & Employees

- SIC and NAICS Codes
- Agriculture/Farmers
- Business Services
- Construction
- Churches
- Colleges/Universities
- Hospitals and Medical Offices
- Manufacturing
- Real Estate
- Retailers
- Schools
- Job Titles/Functions
- Top Executives

### Licensed Professionals

- Accountants/CPAs
- Attorneys
- First Responders
- Insurance Agents
- Law Enforcement
- Realtors
- Stock Brokers
- Teachers

### Medical Professionals

- Chiropractors
- Dentists/Hygienists
- Doctors by Specialty
- Nurses
- Occupational and Physical Therapists
- Optometrists
- Paramedics
- Pharmacists
- Psychologists
- Veterinarians

### Response Data

- Catalog Shoppers
- Donors by Cause and Dollar Amount
- Magazine Subscribers
- Online Purchasers

### Data Analytics

- Demographic Profile Reports
- Lookalike Audiences
- Predictive Modeling

### Data Enrichment

- Demographic Appends
- Firmographic Appends
- Phone Appends
- Reverse Phone Appends
- Email Appends
- Reverse Email Appends

- Name Appends
- Geocoding

### Data Hygiene & Processing

- Change of Address Processing
- Address Standardization Processing
- Deceased Suppression
- Prison Suppression
- Do Not Call and Do Not Mail Compliance
- File Cleansing, Conversion, and Reformatting
- Name/Address Parsing
- Merge/Purge
- Deduplication

### Email & Digital Marketing

- Match and Deploy
- Email Prospecting
- Email Appends
- Email Validation
- Loyalty Email
- Enhanced Onboarding
- Addressable GeoFence
- Mobile GeoFence and GeoFollow
- NextGen Behavioral Targeting
- Site Retargeting

## Begin Today!

Call 888-970-7248 or email [connect@deepsync.com](mailto:connect@deepsync.com) to begin targeting your ideal audience. Our team is standing by to offer recommendations and data services customized to meet your campaign needs and business goals.