Reach Your Customers Online with Enhanced Onboarding

Increase your offline-to-online programmatic and social onboarding results by an average of 25% with the addition of valuable match identifiers

With Enhanced Onboarding from Deep Sync One, you can **reach more of your customers online**, ensuring your **product and service offerings remain top of mind**. Enhanced Onboarding, a simple self-service activation solution, matches and onboards new names in hours, even for lists of millions.

Enhanced Onboarding ingests first-party datasets and utilizes Deep Sync's robust identity graph to match customer data. A series of user-defined identifiers enables us to search for and identify consumers within the graph. The inclusion of online and offline identifiers enhances the outcome of onboarding results with increased match rates. In most cases, these audiences can be enabled on **Meta, TikTok, Google Ads, Google DV360** or **The Trade Desk** within 24 hours, if not sooner.

Improve your programmatic and social onboarding results today at **one.deepsync.com**. Interested in a demonstration? Email support@deepsync.com to schedule your one-on-one session.

Leverage Deep Sync's identity graph and supplemental identifiers to increase onboarding match rates

Utilize Deep Sync One to upload your customer data and manage onboarded audiences with ease

Receive audiences in your Meta, TikTok, Google Ads, Google DV360, or The Trade Desk account within 24 hours

Add Greater Focus to Your Campaigns with Customer Segmentation Capabilities

Power highly-relevant messaging by creating customer segments prior to onboarding your first-party data. Our customer segmentation feature enables you to achieve audience targeting goals through the application of Deep Sync's demographic and interest data attributes. These attributes serve as filters to identify and group select members of your audience. Multiple segments can be created from a single customer file.

Additional Deep Sync Audience Services for Your Programmatic and Social Media Campaigns

Prospect Audiences

Enhance the performance of your digital campaigns with a comprehensive collection of highly-targeted, privacy-safe prospect audiences available today in Deep Sync One. Deep Sync One features tens of thousands of B2C and B2B audience segments that can be delivered directly to your ad accounts, in many cases, within a matter of hours.

Customer Insights

Access an efficient method to better understand your customers and inform future data buying decisions. Deep Sync's Customer Insights is an automated profiling service that generates a detailed report made possible by matching your customer data to Deep Sync's identity graph featuring coverage on more than 260 million U.S. consumers.

Supported File Formats and Field Requirements

For added flexibility, Enhanced Onboarding supports a variety of file extensions and delimiters.

Supported File Extensions
- .csv
- .txt

Supported Field Delimiters
- Comma
- Pipe
- Semicolon
- Tab

To perform our match, we require 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 to increase matching accuracy if provided.

Please note that a minimum of 5,000 customer records is required.

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.