

Medicare Open-Enrollment Marketer Eliminates the Need for Multiple Data Providers



Company Profile

Direct marketing agency serving the senior insurance market



Client Goal

Prospect audience creation



Primary Solution

SourcePLUS

The Challenge

After years of using a preferred consumer data provider, the Client sought new sources of data but was quickly overwhelmed with the time needed to manage multiple partners. They began researching providers that could serve as a single point of access for their direct marketing list needs.

The Solution

Deep Sync's long-term relationships with the nation's leading data compilers, as well as in-house access to multiple consumer, business, and specialty files, enabled it to become the single-point-of-access provider the Client was seeking. To meet the Client's immediate need, Deep Sync leveraged the power of SourcePLUS, a proprietary multi-source list selection technology that identifies unique records among several of the nation's leading consumer files. Using the waterfall capability of SourcePLUS, Deep Sync was able to expose the Client to two additional data sources that identified fresh prospects for their Medicare supplement offers while maintaining the integrity of their preferred list source.

Their campaigns typically include the following attributes: "age in" dates or individuals 65 and older, income criteria, and county-specific geographies. Using the aforementioned criteria, Deep Sync identified 655,817 consumers within their direct marketing list of choice.

The Results

Deep Sync then applied the same criteria to SourcePLUS, **which was able to identify an additional 418,780 records — an incremental lift of more than 63%!**

Databases:	Number of Prospects:
Source 1 (Client's preferred source)	655,817
Source 2	218,333
Source 3	200,447
Total Records Identified:	1,074,597

The client's continued use of SourcePLUS over the last several years speaks volumes as to their overall satisfaction with Deep Sync's solution to help them eliminate the need for multiple data providers as they discover new prospect sources.

Begin Today!

Increase the size of your consumer prospect universe with SourcePLUS! Contact Deep Sync at 888-970-7248 or email connect@deepsync.com for comprehensive audience targeting recommendations based on your specific campaign goals.

Product Spotlight: 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 audiences provide expanded

coverage, often with an incremental increase of 20 - 50% over traditional single-source lists.

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