



Improve the Accuracy of Your Targeting with Data Analytics & Insights

Create hyper-targeted audiences based on a deep understanding of your customers to improve the overall focus and effectiveness of your campaigns

Learn Who Your Customers Are with Demographic Profiles

Many analytic journeys start with the creation of a demographic profile. These profiles, which uncover demographic similarities that exist in your customer base, are ideal for developing buyer personas, custom segments, and lookalike audiences. The process typically begins with a comparison between your customer base and a relative prospect universe to find both commonalities and distinctions. The resulting demographic profile enables you create campaign strategies and prioritize relevant, personalized messaging.

Forecast Likely Outcomes with Predictive Analytics

Using a combination of current and historical data with advanced AI and machine-learning techniques, our Data Scientists forecast future outcomes. The results guide you to determine likely customer actions and inform where to invest valuable marketing resources for the best possible outcomes. Predictive analytics help you uncover which



Tap into decades of analytics and data science expertise to solve your most complex business challenges



Power cross-sell and upsell efforts with performant audiences developed exclusively for your brand



Optimize your valuable marketing budgets on the prospects most likely to respond favorably

customers are the most likely to respond, purchase, and even those that are at risk of attrition. This is accomplished through a comparison of datasets, for example, your buyers versus non-buyers, or donors versus non-donors.

Use Custom Models to Tailor a Solution Exclusively for Your Brand

When you seek to solve a complex marketing or business challenge, Deep Sync's Data Scientists generate precise predictions. With an understanding of your goals and access to your customer data, our team can help you acquire new customers, determine channel preference, inform strategic direction, maximize customer value, and more.

How Deep Sync is Uniquely Positioned to Help

- Analytic solutions for all stages of the marketing life cycle
- Multiple consumer data sources that provide superior coverage of U.S. consumers and their demographic makeup
- Increased coverage over single-source providers and equalization to ensure the highest scoring records are selected without provider bias
- A variety of datasets that support online and offline cross-channel initiatives
- Automated Demographic Profiles and Lookalike Audiences
- A team of hands-on analytics experts and Data Scientists actively participate in each project

Create stronger, more performant audiences with Data Analytics and Insights from Deep Sync. Call 888-970-7248 or email connect@deepsync.com to begin!

Additional Capabilities

Exploratory Data Analysis

Create actionable insights and receive recommendations on strategies and additional analytic techniques with this highly-customized examination of your data assets.

Clone Models

Identify the prospect audience that most resembles your existing client base with this combination of data and analytic techniques.

Combination Models

Advance targeting by seeking prospect audiences that most resemble a balanced sample of both previous responders and converters.

Custom Segmentation

Define your most desirable, high-value customers with an examination of your loyalty base and the use of statistical techniques to identify their characteristics.

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.