



# Power Personalized Experiences with Identity Resolution

Overcome the complexities of fragmented data points with identity services designed to deliver actionable results

## The Challenge

Marketers are tasked with managing an inordinate amount of data. The often anonymous consumer journey is complex and rapidly evolving, encompassing numerous channels and devices. Marketers are left needing to decipher the pieces in an attempt to create cohesive customer profiles that enable personal, purposeful interactions.

## The Solution

Deep Sync enables brands to solve their most complex marketing challenges, including identity resolution and translation, with our powerful identity graph—a direct mail-grade, deterministic truth set of more than 260 million U.S. consumers linked to billions of online identifiers and a robust collection of data attributes.

## See What You Can Accomplish With Deep Sync

Access actionable insights about your customers by calling 888-970-7248 or emailing [connect@deepsync.com](mailto:connect@deepsync.com).



Create a single, unified customer profile by linking disparate data points



Enable precise targeting and personalized experiences across channels



Optimize marketing spend while reducing operational inefficiencies

### Deep Sync's Identity Graph

Maximize the potential of your first-party data to drive innovation and deliver superior customer experiences through the power of Deep Sync's identity graph. Built from the ground up on a foundation of direct mail-grade name and address information that is updated weekly, we feature coverage of 97% of U.S. consumers ages 18 and older.

### Fully-Deterministic Matching

Through fully-deterministic matching, we link online identifiers to real-world people and households based on shared information.

### Universal Identifiers

Persistent identifiers that move with consumer life events are universal and can be utilized across environments and partner platforms.

### Flexible Applications

Multiple delivery mechanisms and approved use cases empower you to solve identity and addressability challenges.

### Individual-Level Identity Resolution

**Resolve disparate data points into complete customer profiles.** Identity resolution is a fundamental process that assembles disparate identifiers to construct a comprehensive understanding of your customers. By connecting fragmented data points with Deep Sync's persistent individual identifier, identity resolution creates cohesive profiles essential for accurate marketing, engagement, and measurement. In addition to the application of our individual identifier, Deep Sync provides address standardization, change of address processing, and deduplication.

### Data Translation

**Connect with your customers by activating audience data across channels.** Data translation enables the seamless activation and utilization of customer data across channels and platforms. By bridging the gap between offline and online data points, translation clarifies the customer journey while providing the means to extend your reach and continue the conversation.

- Available offline data points: First Names, Last Names, Postal Addresses, Email Addresses, and Phone Numbers
- Available online identifiers: CTV IDs, IP Addresses, MAIDs, and UID2s

## About Deep Sync

Deep Sync is the industry leader in deterministic identity and AI-powered 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.