

Advanced Customer Insights Profile Report



www.deepsync.com

connect@deepsync.com

888-970-7248



Summary

Deep Sync's Customer Insights is an automated profiling service that provides advertisers with an efficient method to better understand their customers and inform future data buying decisions.

This report provides a detailed comparison of your customer data to the general population across a wide spectrum of demographic, financial, interest, and transactional attributes. Customer Insights is powered by Deep Sync's consumer data asset, which covers ~97% of U.S. consumers over-age-18.

Total Customer File Records

50,001



The total number of rows in your uploaded customer file.

Total Matched Records

32,355



The number of rows in your customer file we were able to match to Deep Sync's proprietary database of 240+ million US consumers.

Match Rate

65%

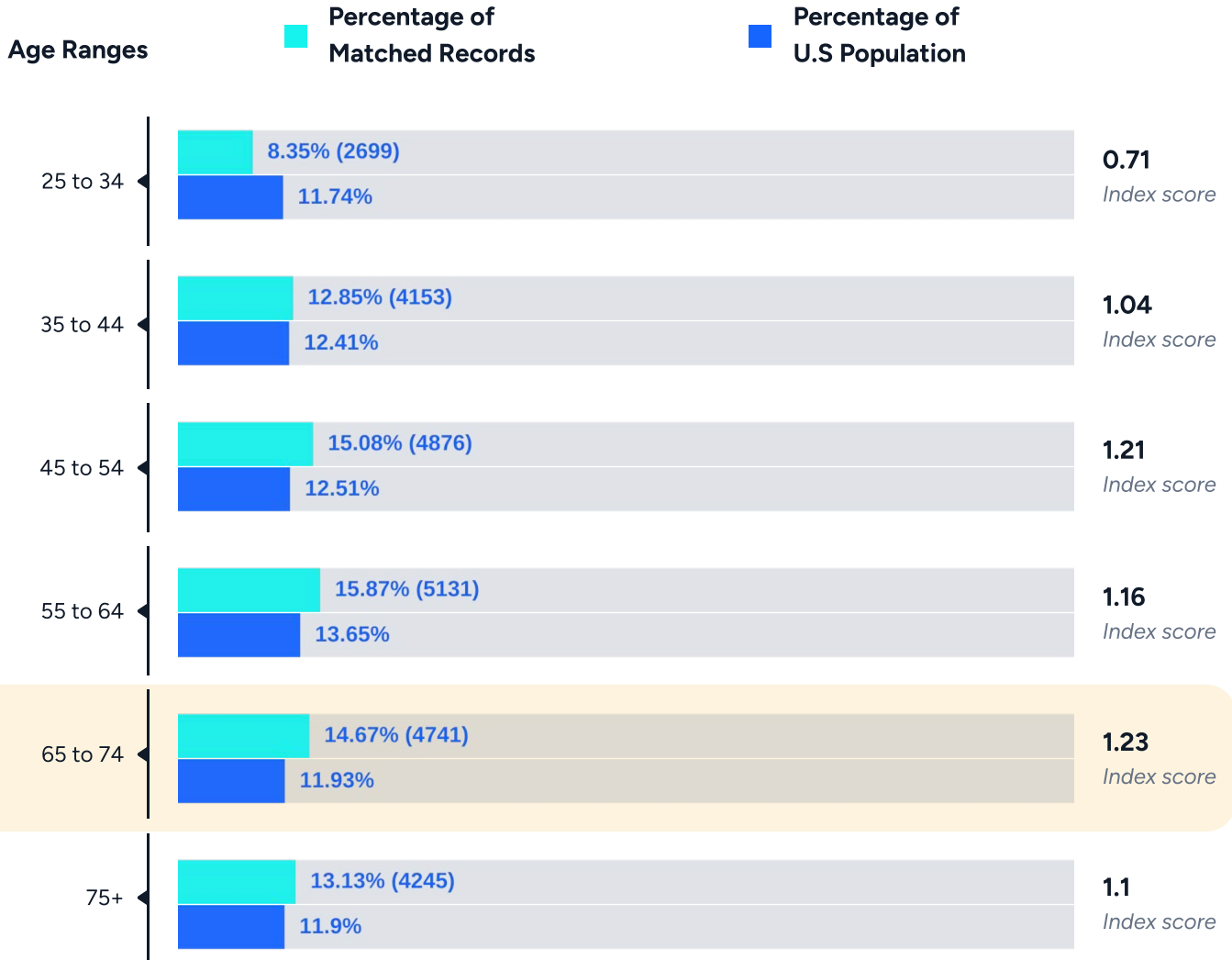


The number of rows in your customer file we were able to match to Deep Sync's proprietary database of 260+ million US base individuals.

Rank	Name	Value	Percentage of Matched Records	Index score
1	Verified Homeowner	True	63%	↗ 2.08
2	Home Has Pool	True	31%	↑ 3.47
3	Wealth Rating	4th most wealthy decile	9%	↗ 2.28
4	Home Value Range	\$250,001 - \$300,000	9%	↗ 2.07
5	Language	Spanish	8%	↗ 2.08
6	Home Value Range	\$300,001 - \$350,000	7%	↗ 2.12
7	Wealth Rating	3rd most wealthy decile	6%	↗ 2.12

Age Ranges

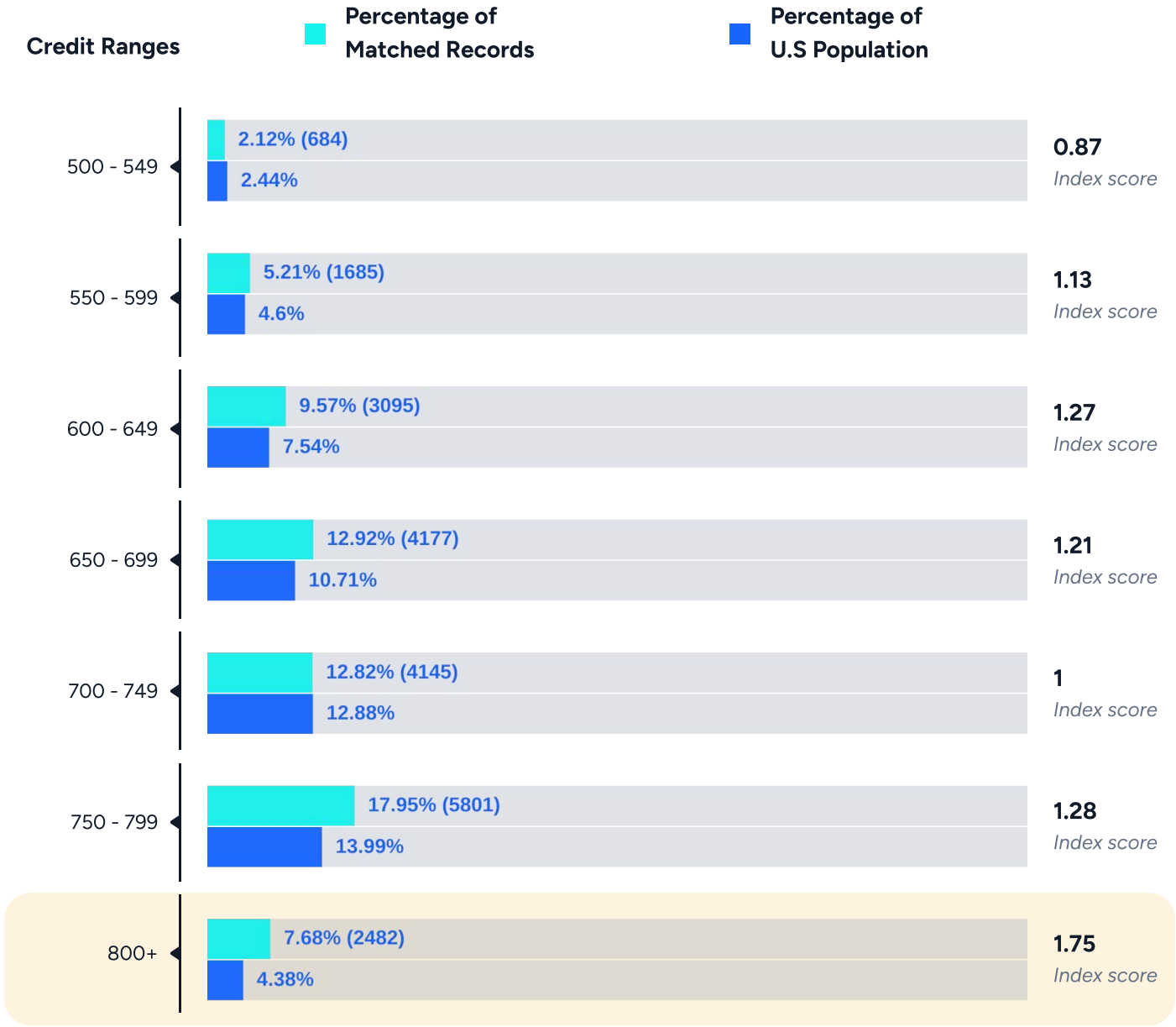
The age range of a given individual. Data is applied at the individual level and is sourced from public records and self-reported data.



Data N/A for Age Ranges: 18 to 24

Modeled Credit Ranges

A statistically-derived, FICO-like credit score. Data is aggregated at the ZIP+4 level and is sourced using historical patterns of credit usage and payment behavior. Scores cannot be used to determine eligibility for credit or for making firm offers of credit.



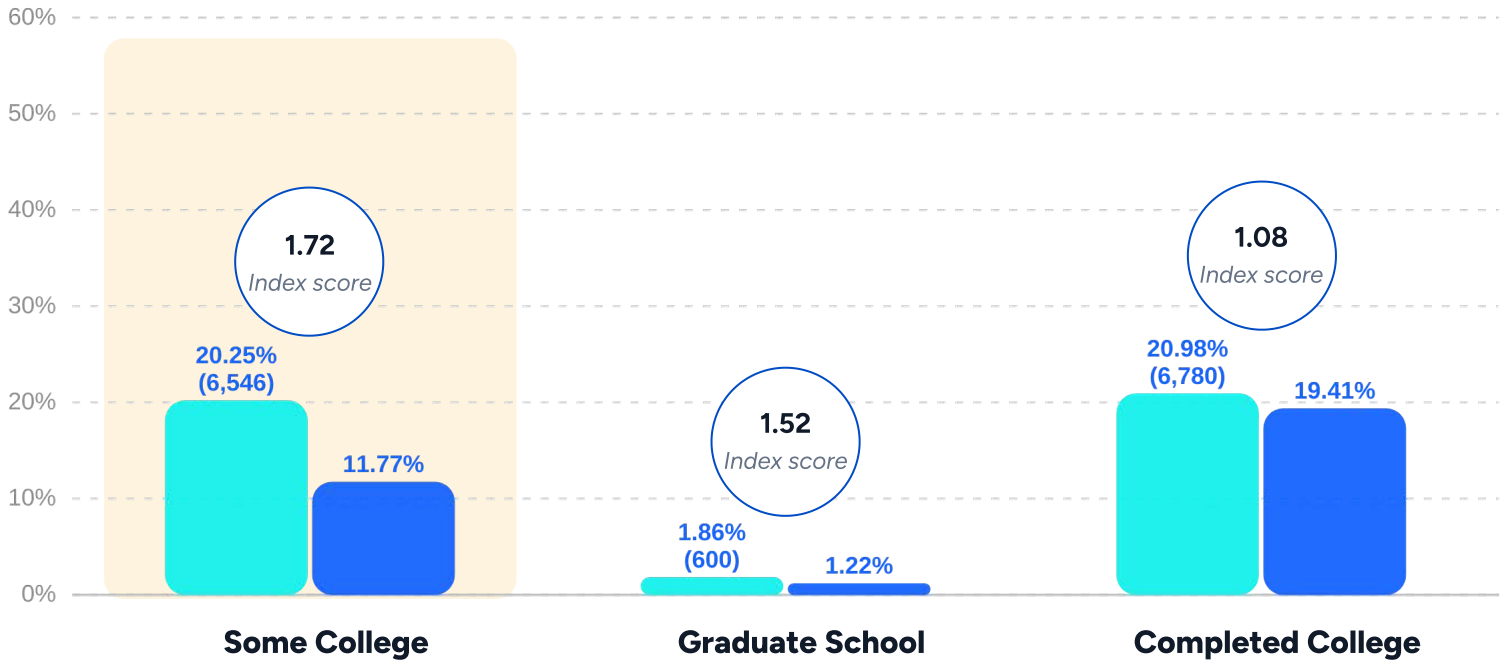
Data N/A for Credit Ranges: 499 & Less

Education

The level of education completed by a given individual. Data is applied at the individual level and is sourced from public records, self-reported data, and modeled sources.

■ Percentage of Matched Records

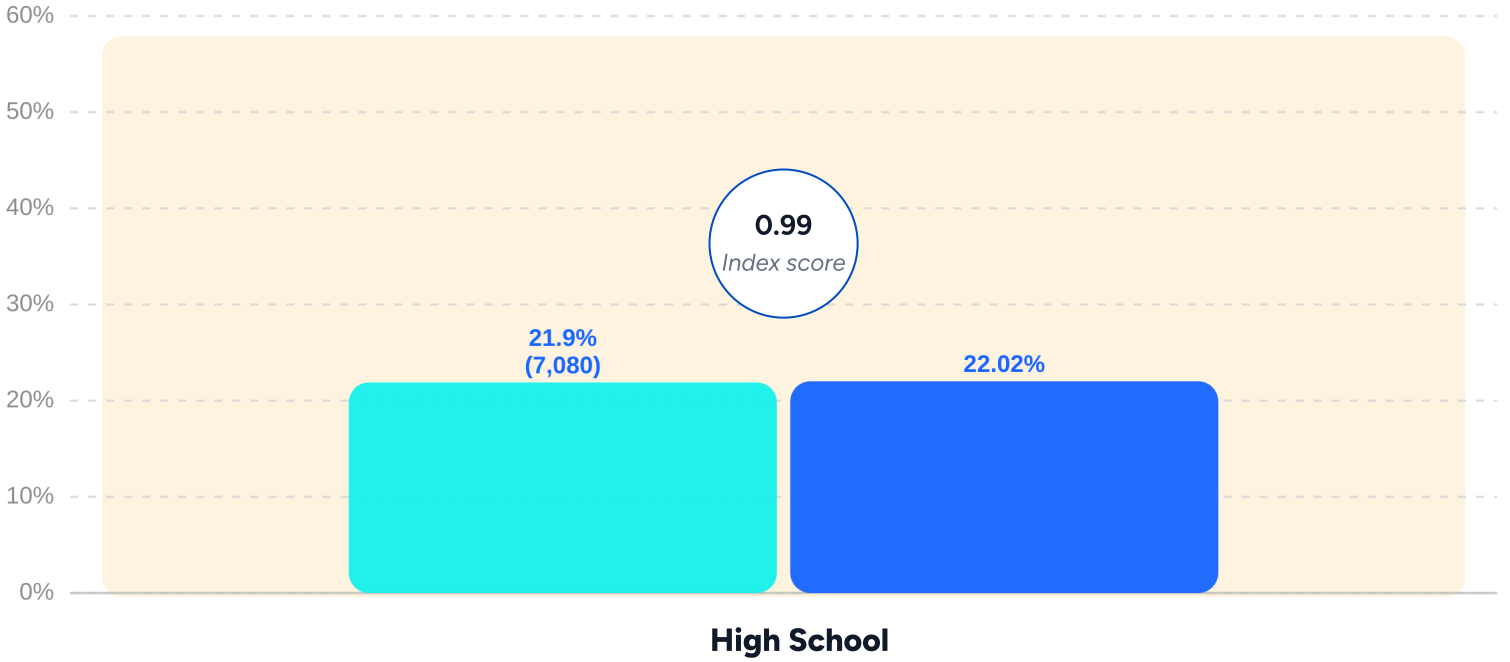
■ Percentage of U.S. Population



Education

(continued)

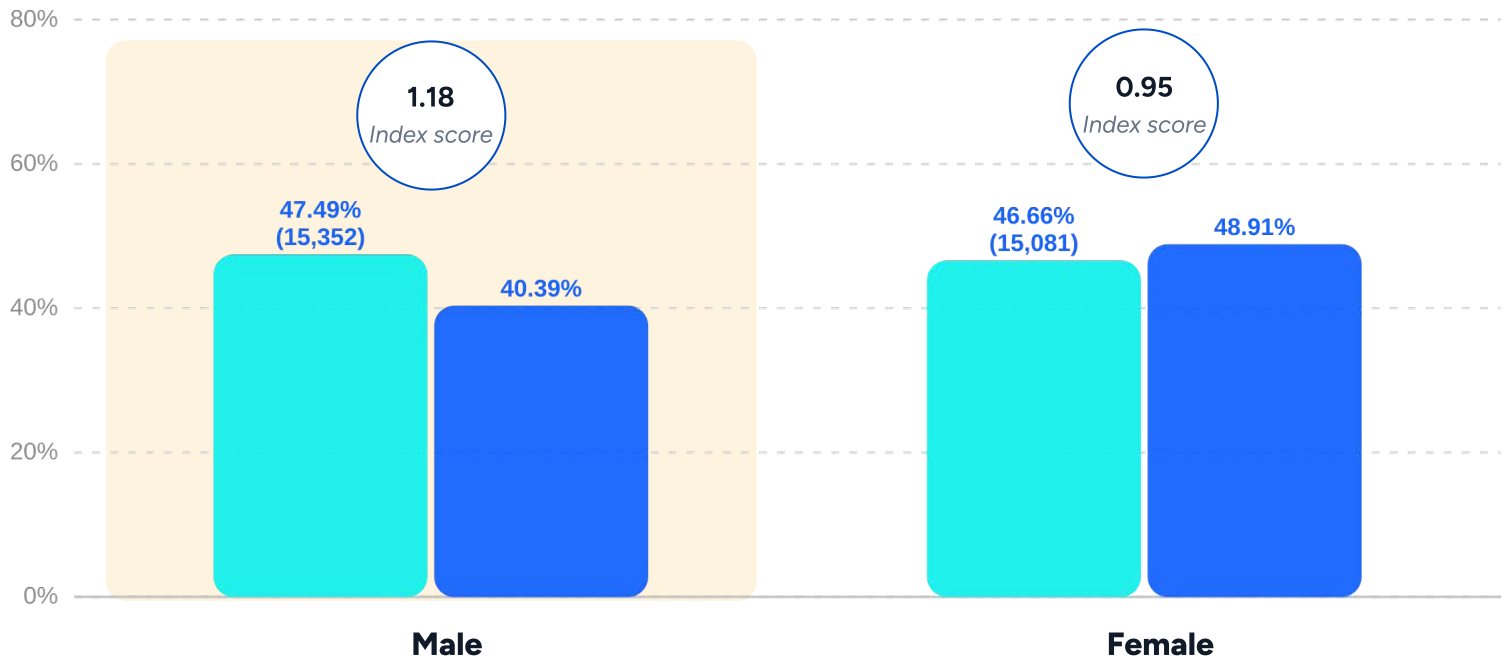
■ Percentage of Matched Records ■ Percentage of U.S Population



Gender

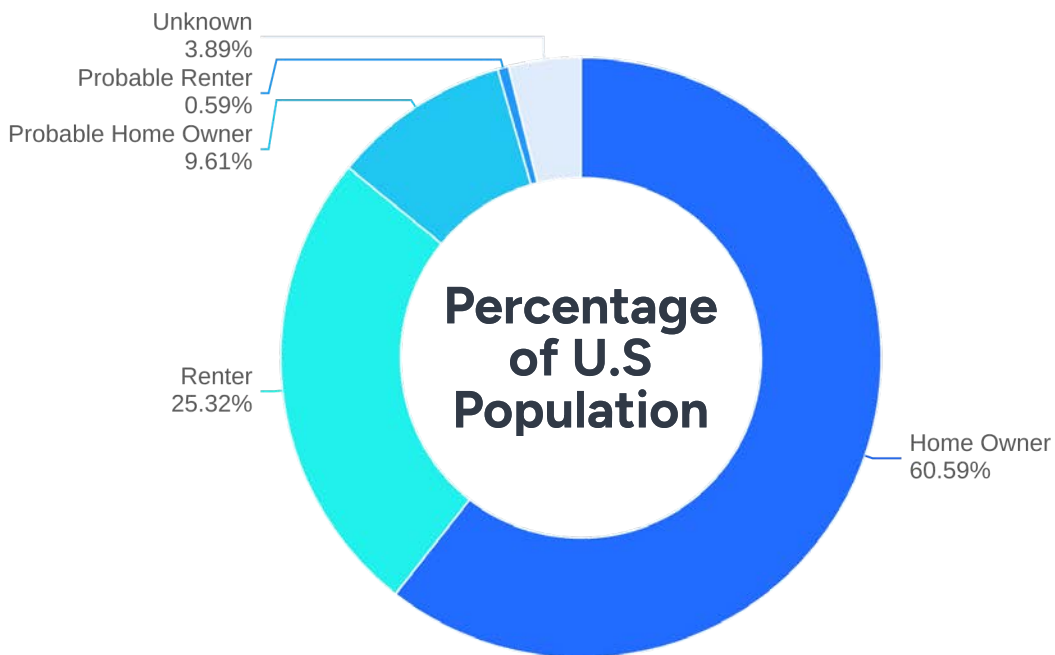
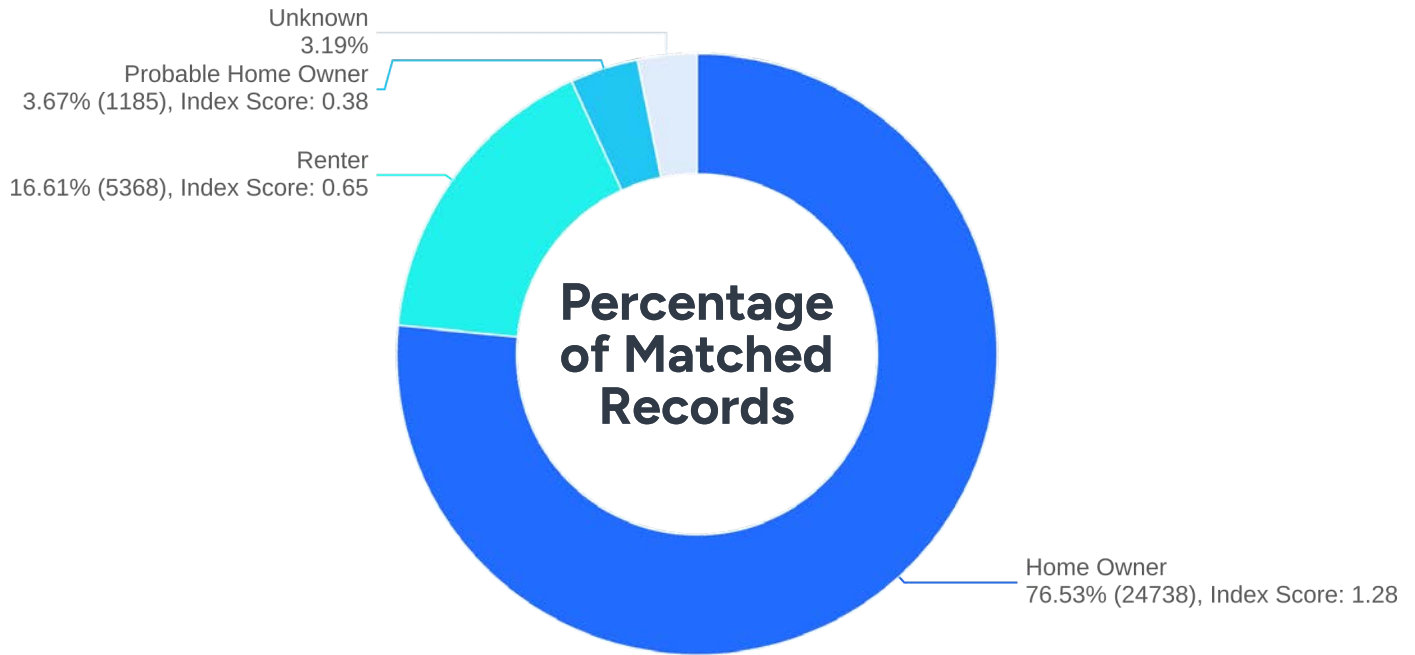
The gender of a given individual. Data is applied at the individual level and is sourced from public records, self-reported information, or derived from related attributes.

■ Percentage of Matched Records ■ Percentage of U.S. Population



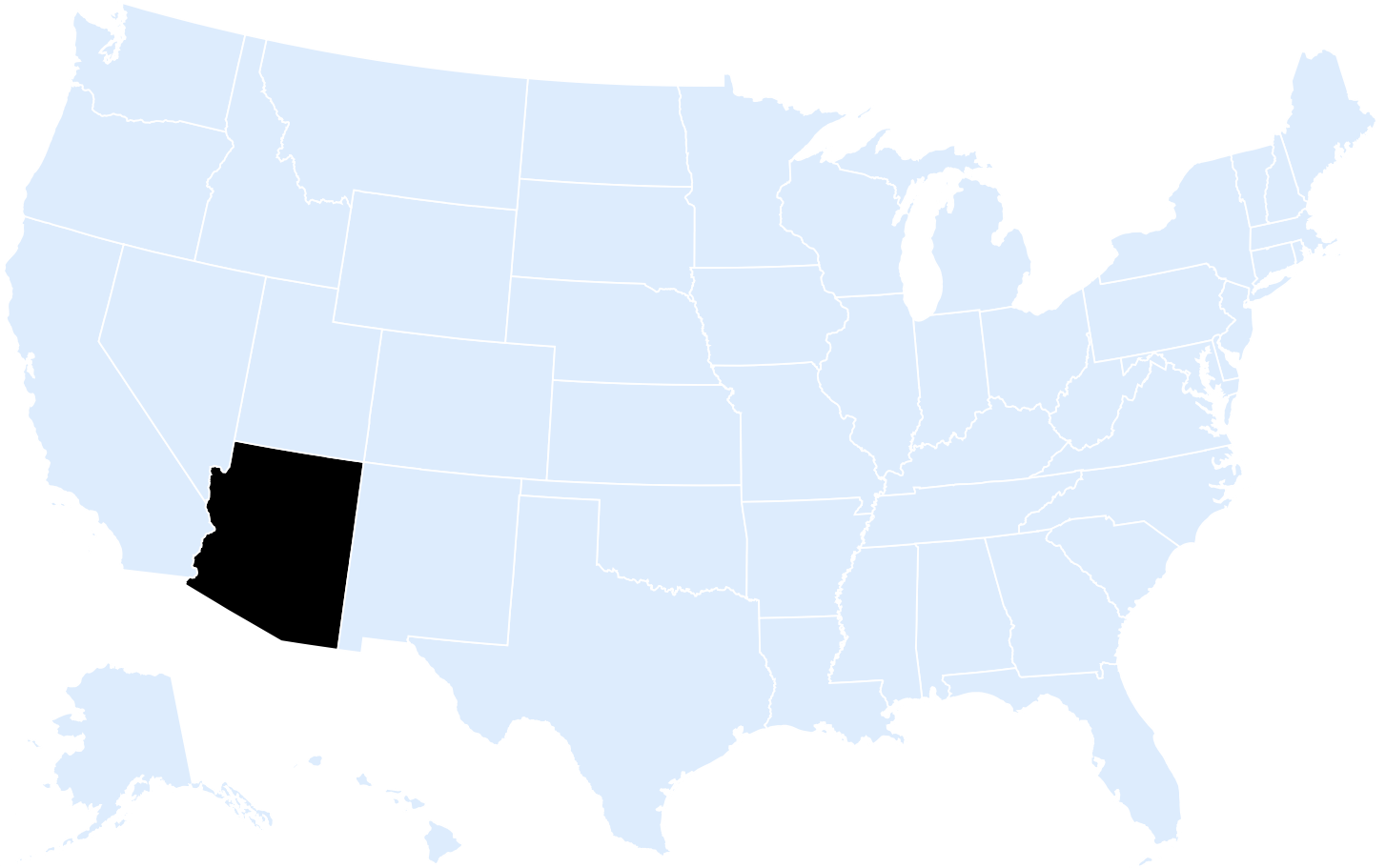
Homeownership

An indication of whether the given individual is a homeowner or renter. Data is applied at the household level and is sourced from county recorder records, survey data, and modeled information. Homeownership is established from sources that are county recorder-based, while probable homeowners are identified from non-county recorder sources.



Customer Geographic Heatmap

The map shows the distribution of your matched customers across U.S. states.



Lowest State Population Match  Highest State Population Match

Arizona

100%

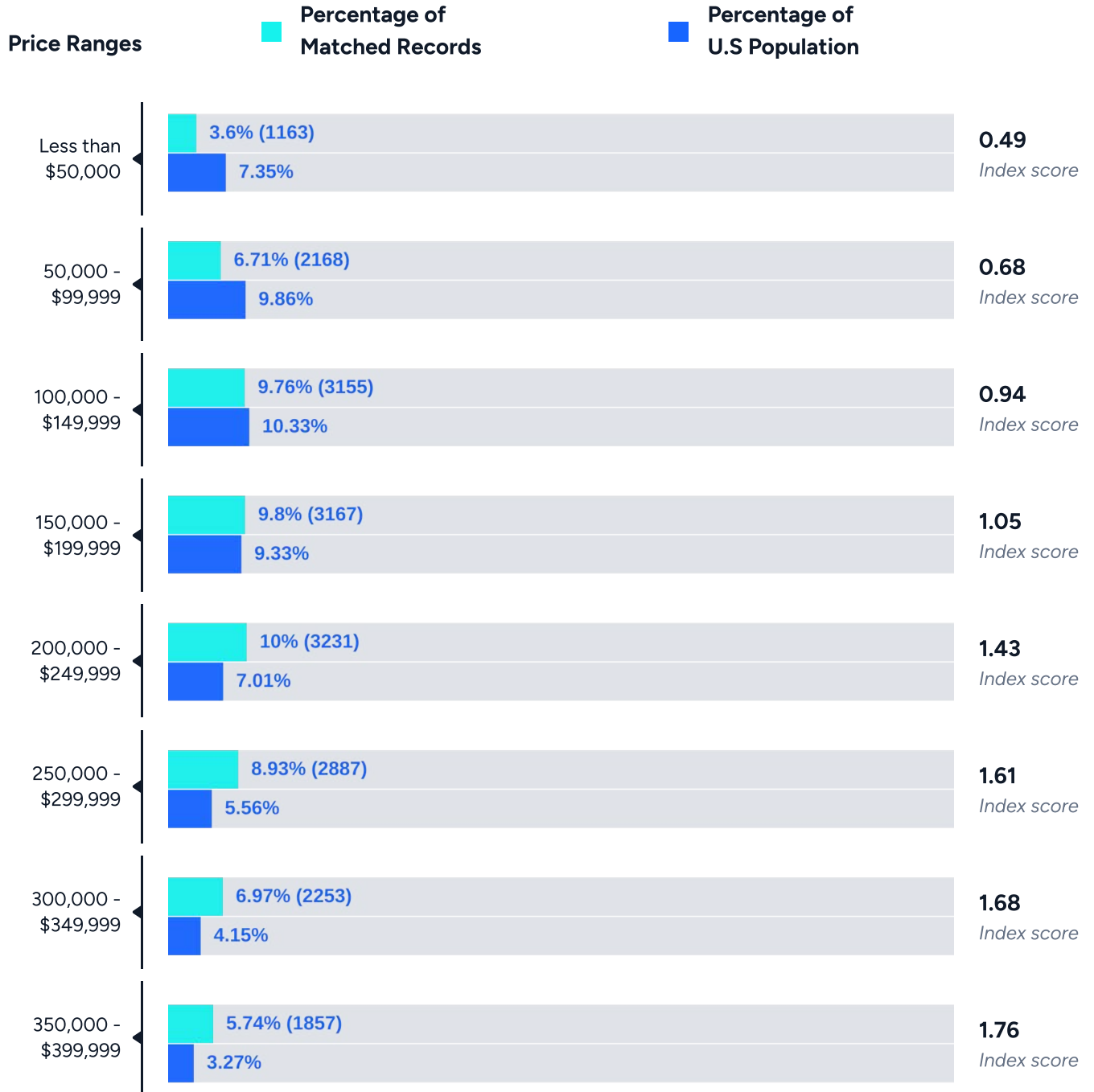
Percentage of Matched Customers

Population

Total	Per Sq Mi.
5.62 M	49

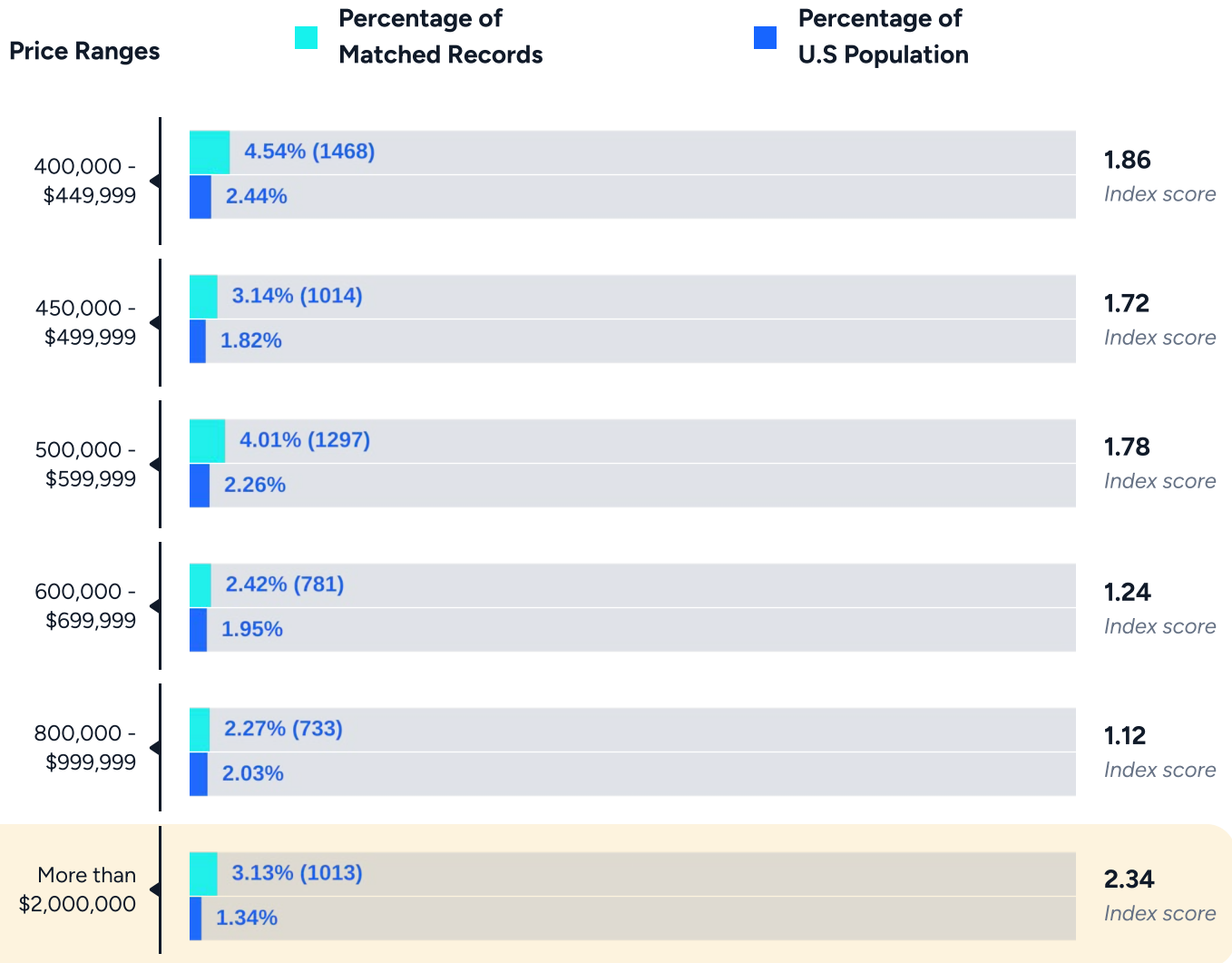
Home Purchase Price Ranges

The last known purchase price of the home. Data is applied at the household level and is sourced from county recorder records and self-reported information.



Home Purchase Price Ranges

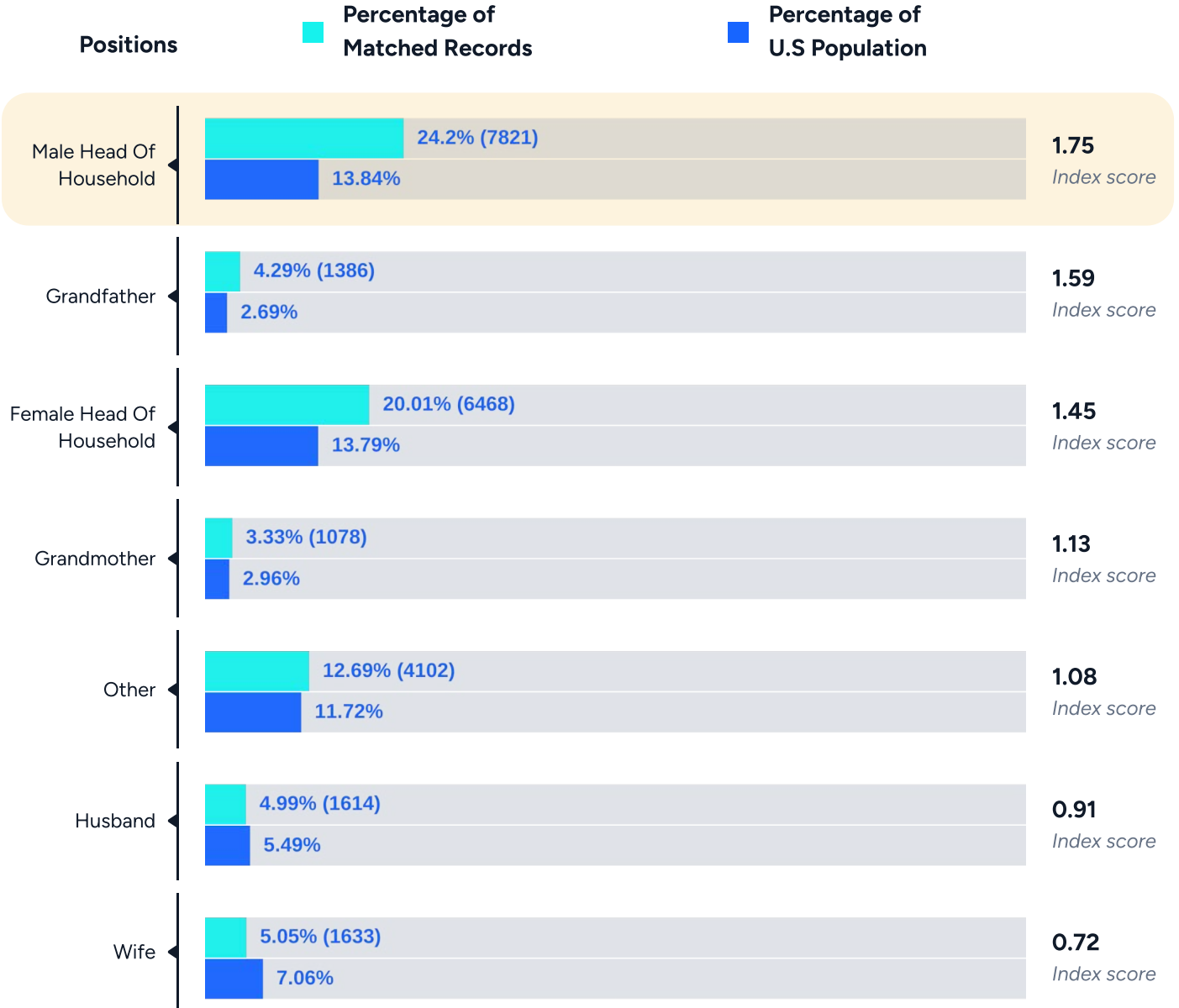
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Data N/A for Price Ranges: 700,000 - \$799,999, 1,000,000 - \$1,499,999, 1,500,000 - \$1,999,999

Family Position

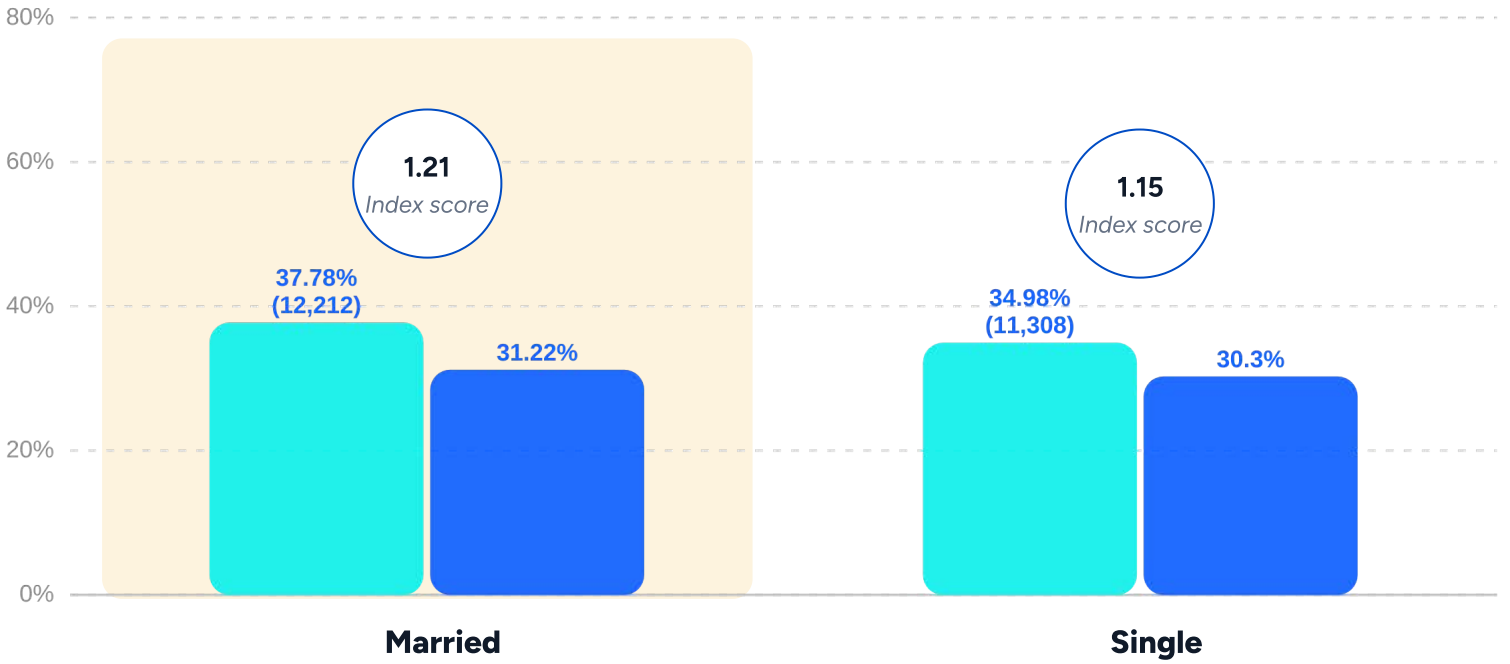
An indication of the family position of a given individual based on age and gender. Data is applied at the individual level and is sourced from self-reported and transactional sources, surveys, and related attributes.



Marital Status

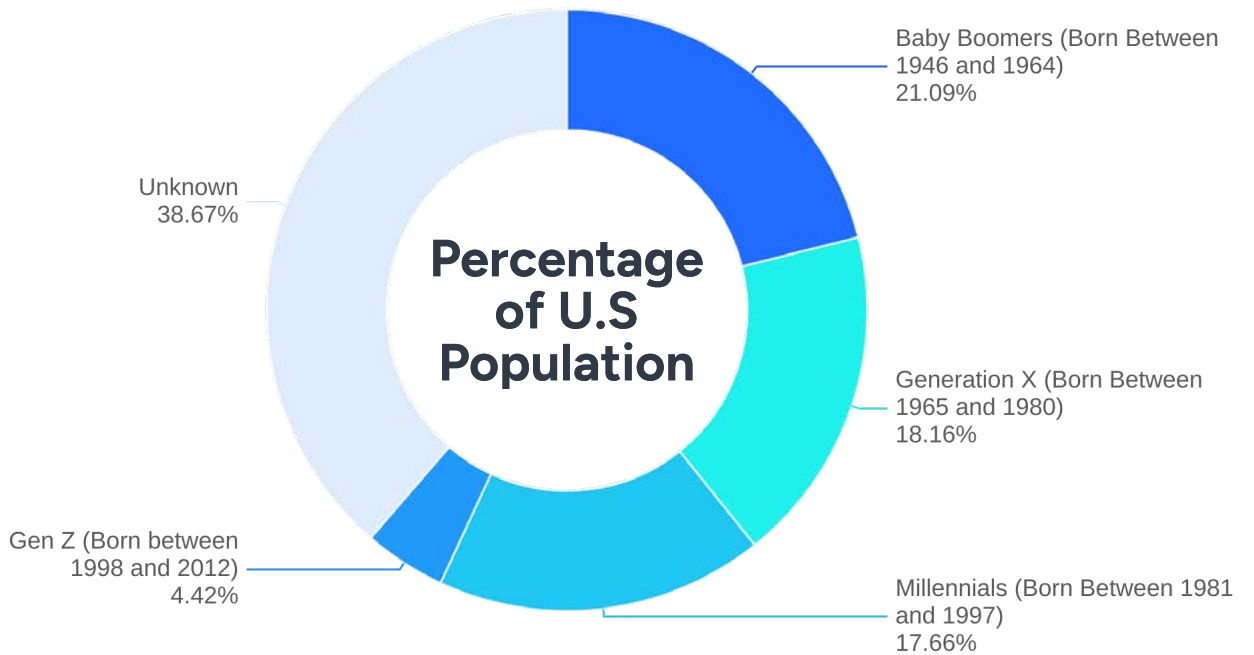
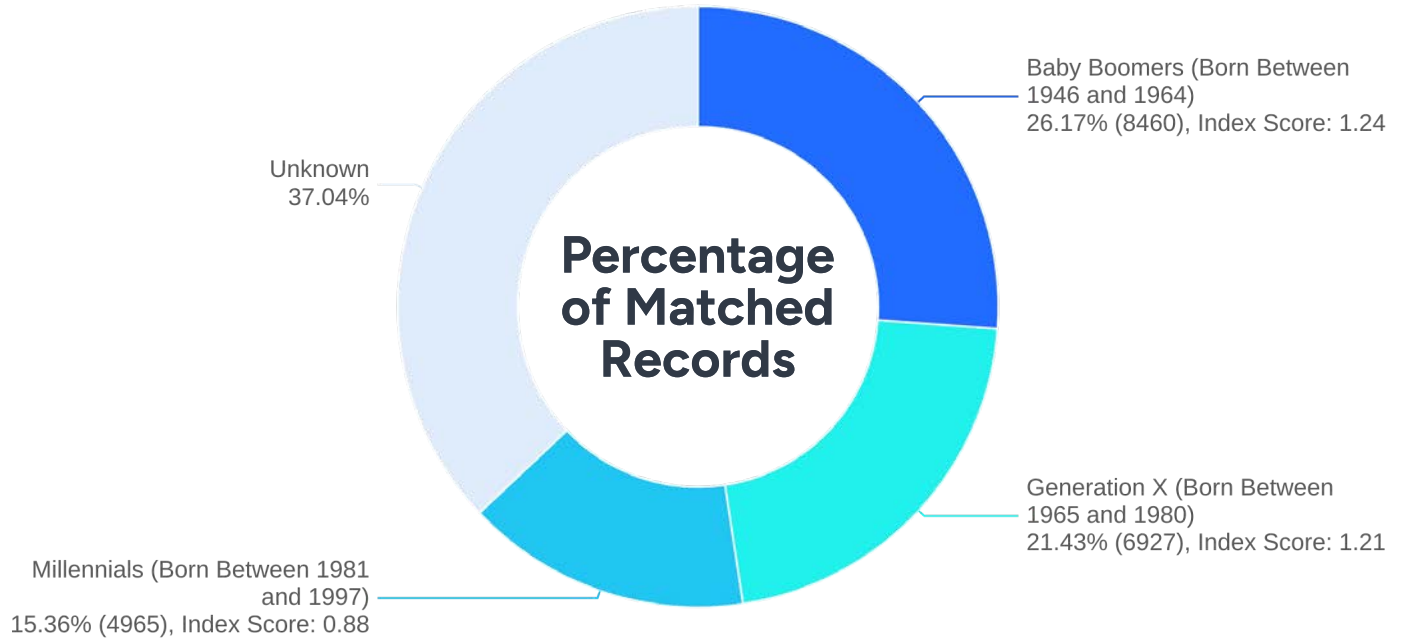
The marital status of a given individual. Data is applied at the individual level and is sourced from self-reported sources and surveys.

■ Percentage of Matched Records ■ Percentage of U.S Population



Generational Cohorts

The generational cohort of a given individual. Data is applied at the individual level and is sourced from date of birth data.



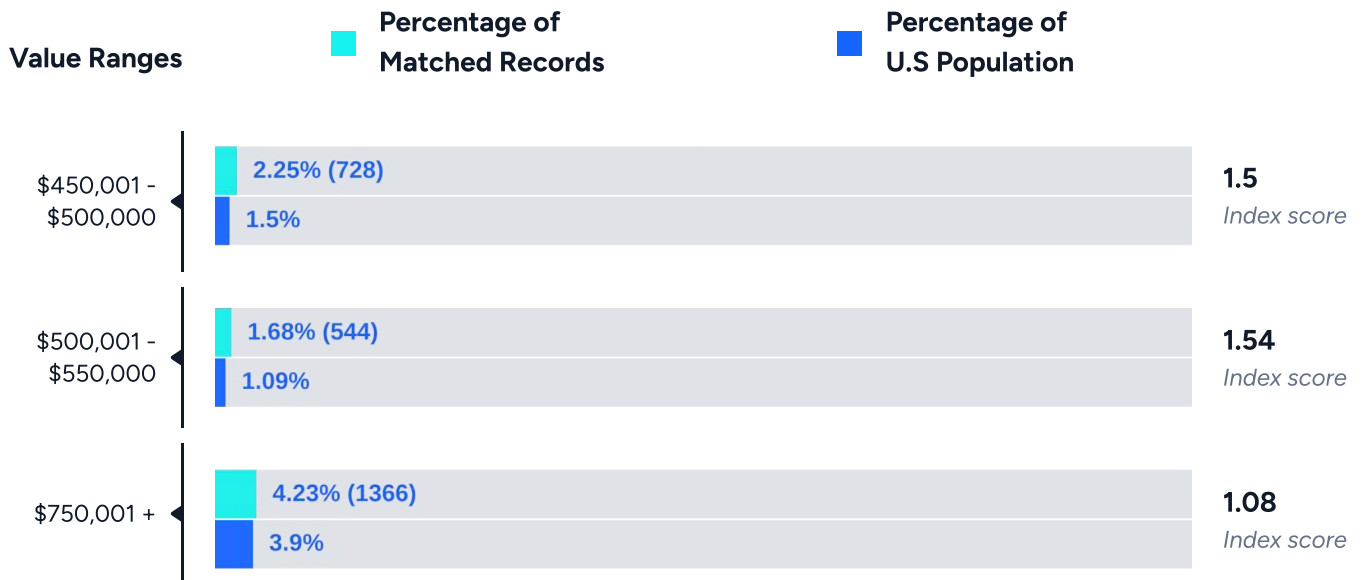
Home Value Ranges

The median home value associated with a given property. Data is applied at the address level and is sourced from home sales, public records, and modeled information.



Home Value Ranges

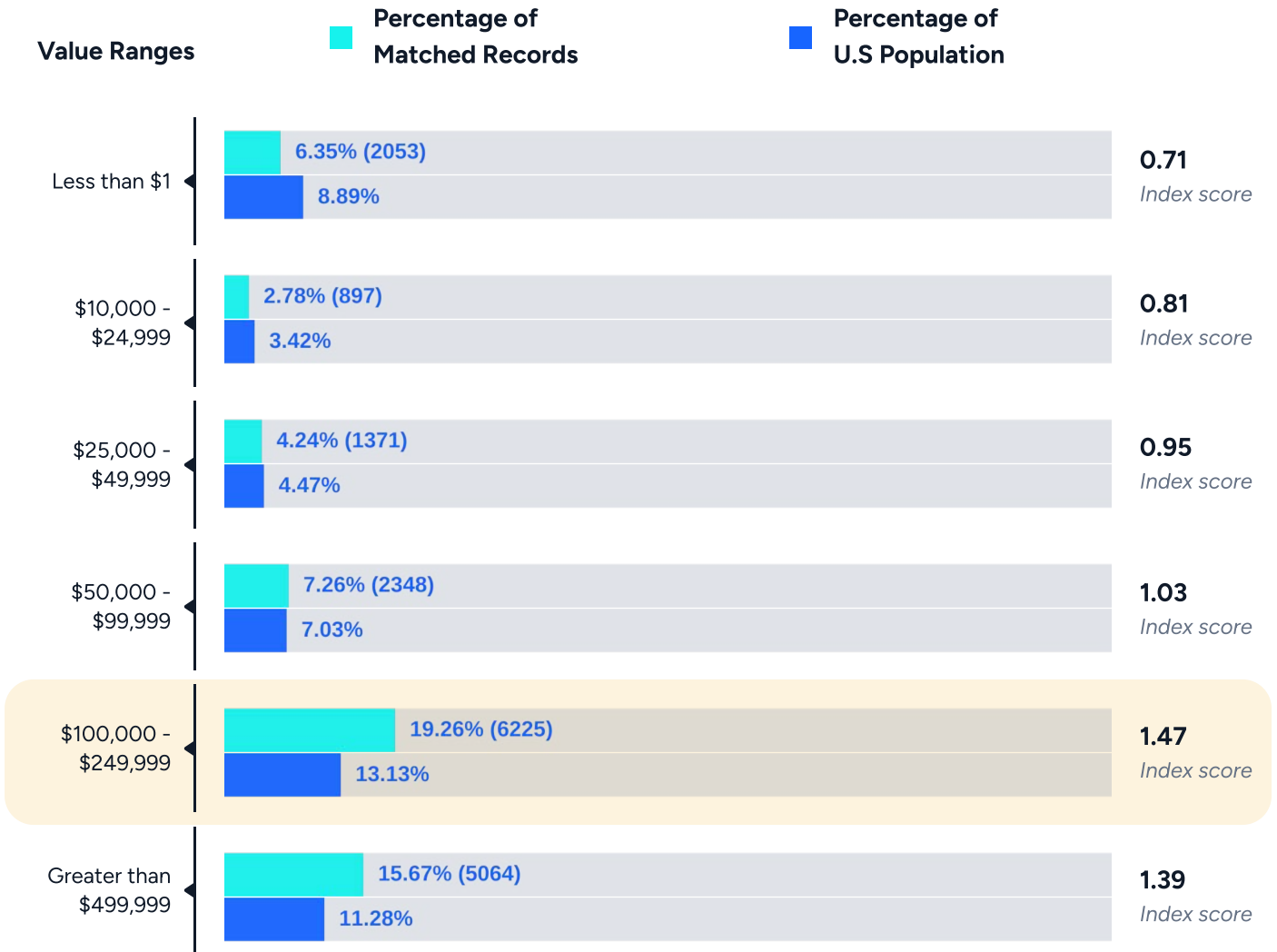
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Data N/A for Value Ranges: UNDER \$50,000, \$550,001 - \$600,000, \$600,001 - \$650,000, \$650,001 - \$700,000, \$700,001 - \$750,000

Net Worth

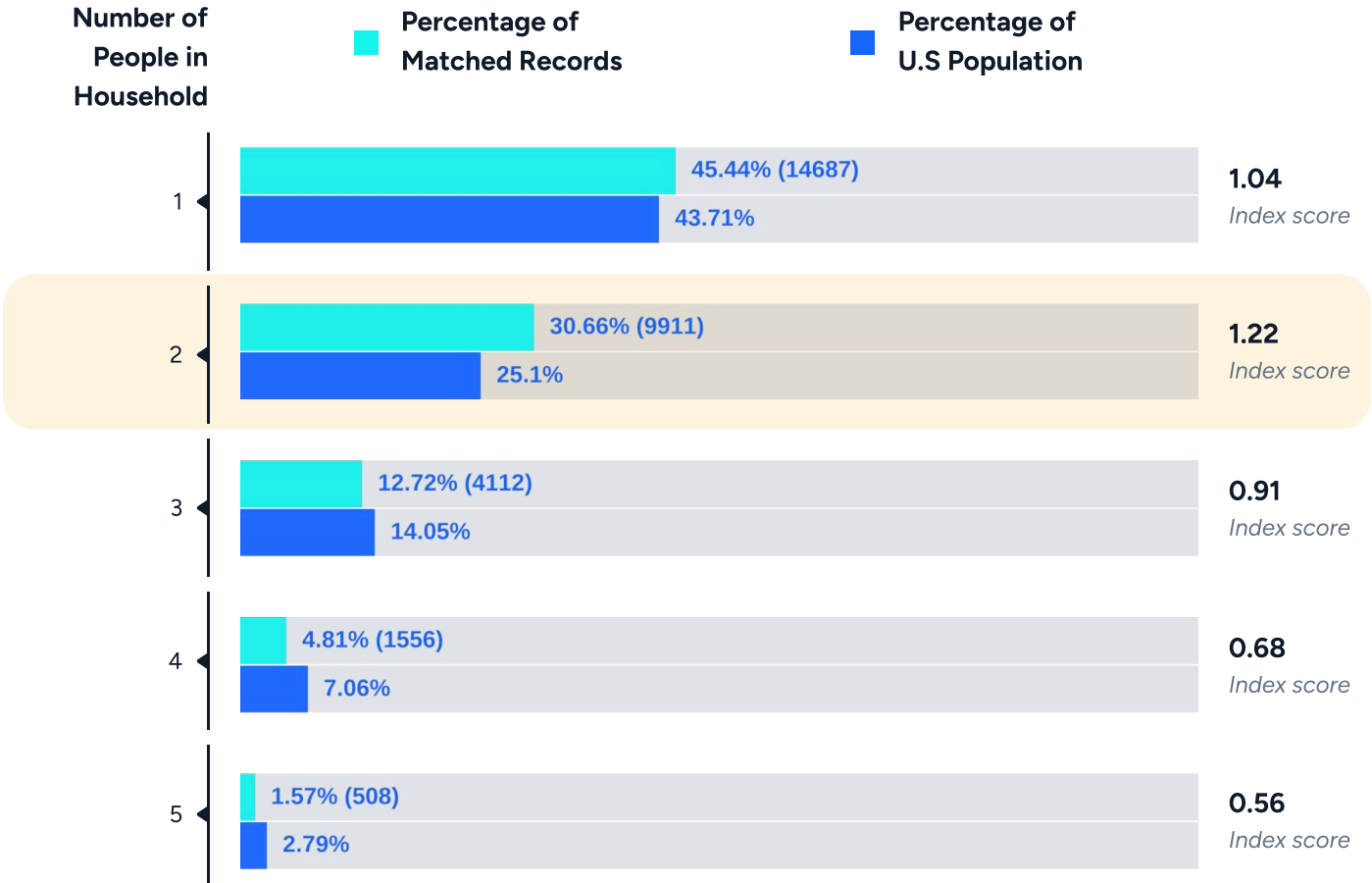
The estimated net worth of a given household. Data is applied at the household level and is sourced from self-reported sources, neighborhood-level income values, and local economic data.



Data N/A for Value Ranges: \$1 - \$4,999, \$5,000 - \$9,999, \$250,000 - \$499,999

Number of People in Household

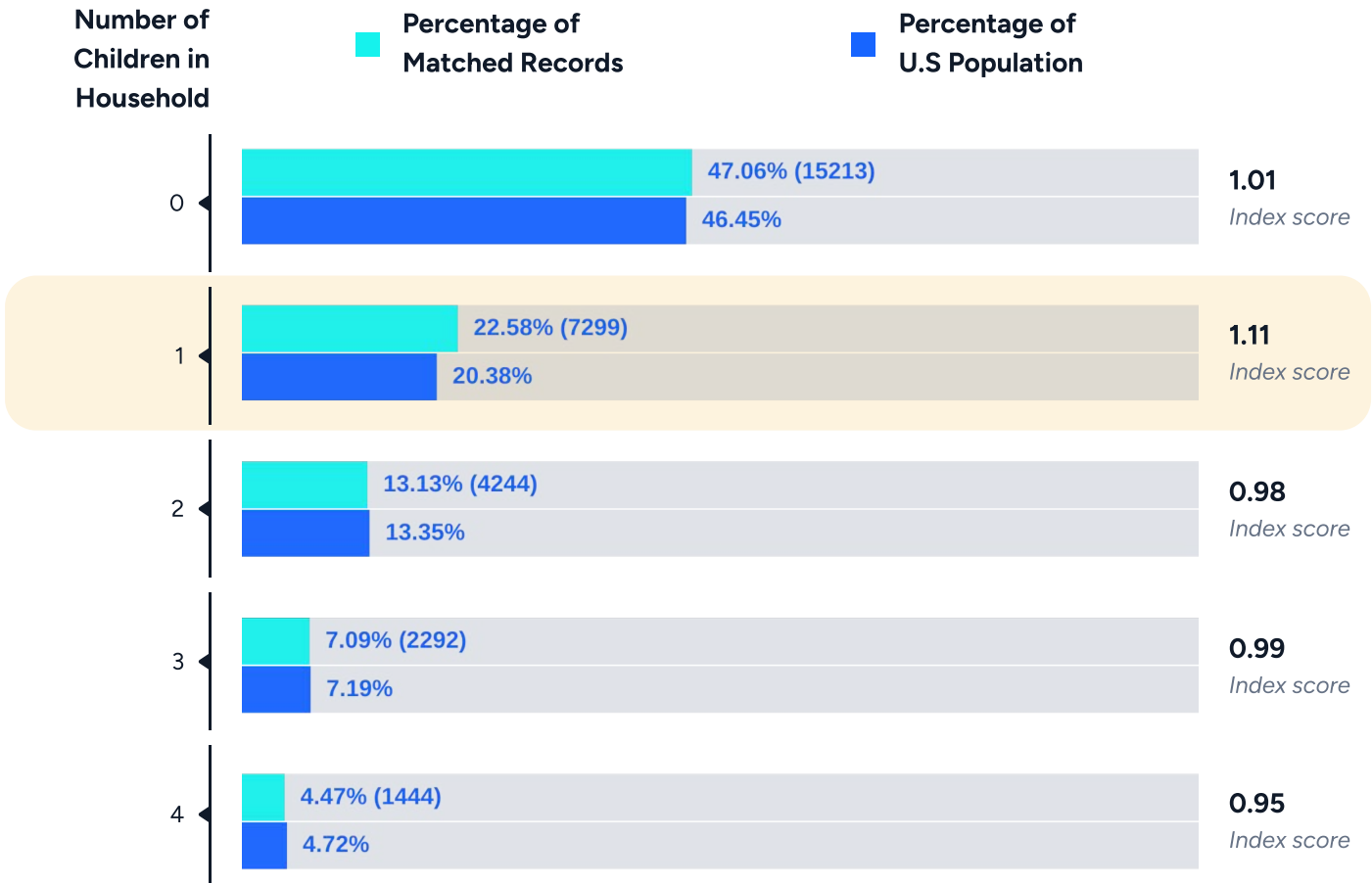
The total number of people present in the household. Data is applied at the household level and is sourced from consumer surveys, transactional data, and inferred attribution.



Data N/A for Number of People in Household: 6

Number of Children in Household

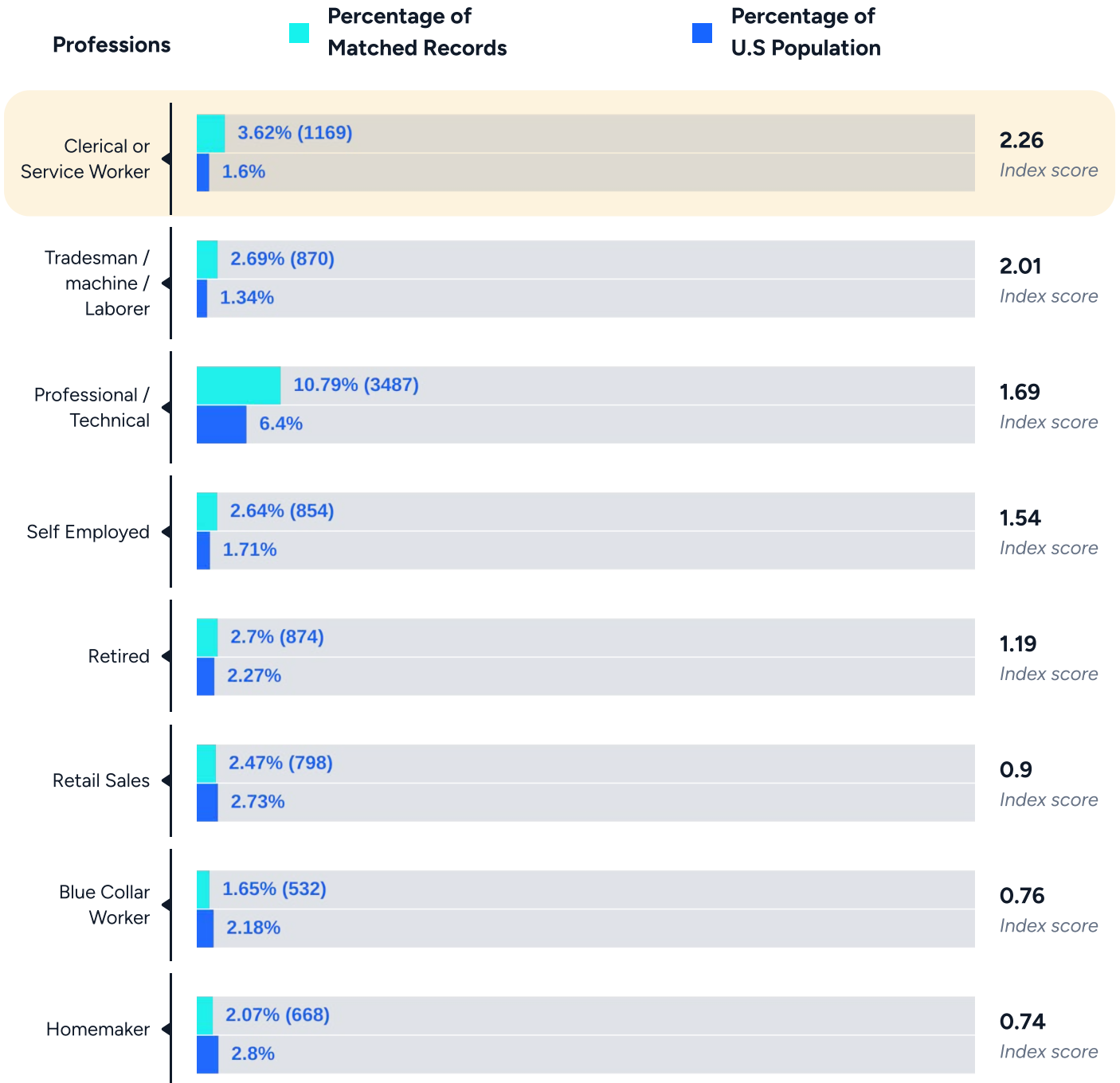
The total number of children present in the household. Data is applied at the household level and is sourced from consumer surveys, transactional data, and inferred attribution.



Data N/A for Number of Children in Household: 5, 6

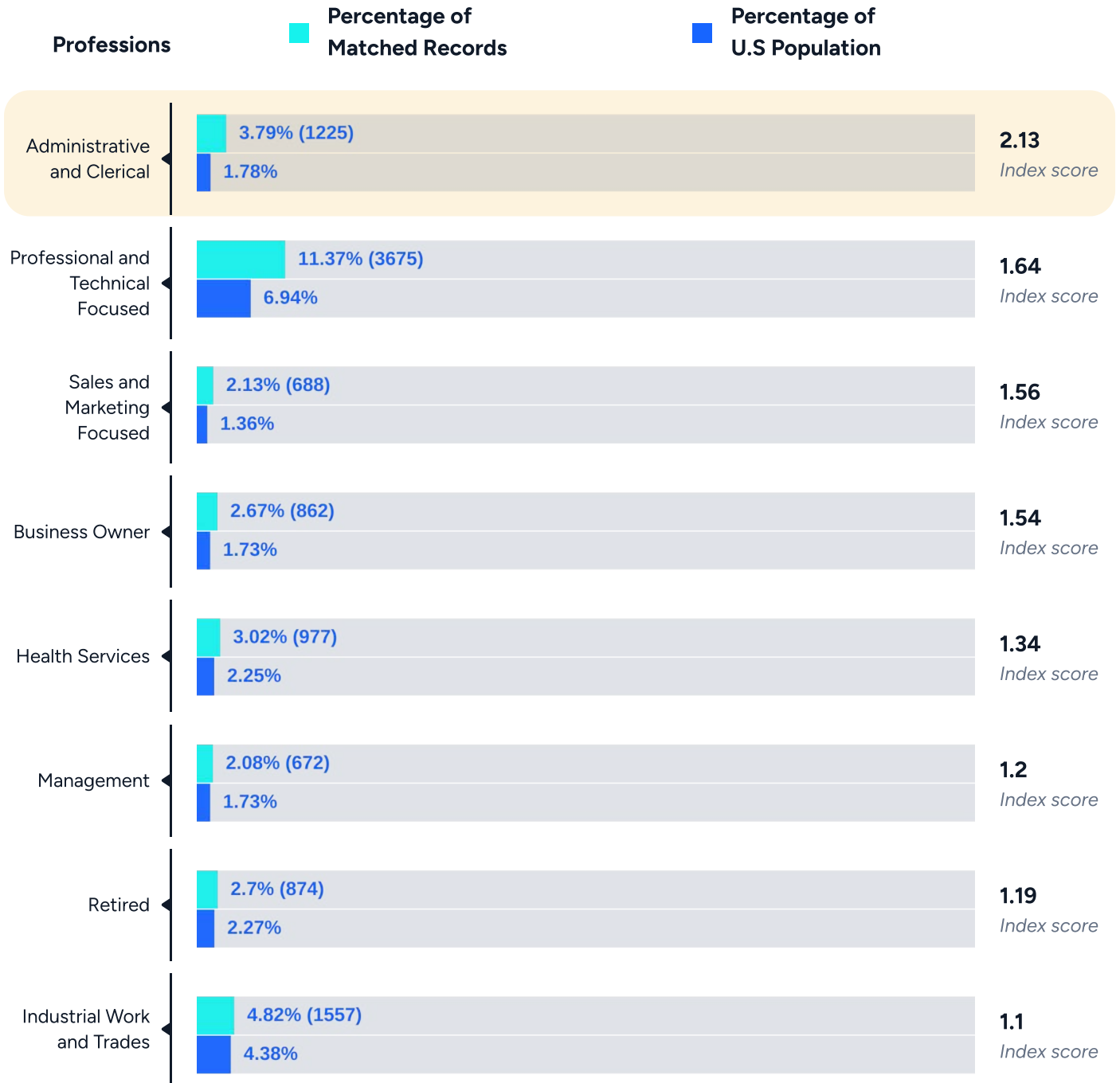
Occupation

The detailed occupation for a given individual. Data is applied at the individual level and is sourced from self-reported data, survey data, warranty registrations, and modeled data.



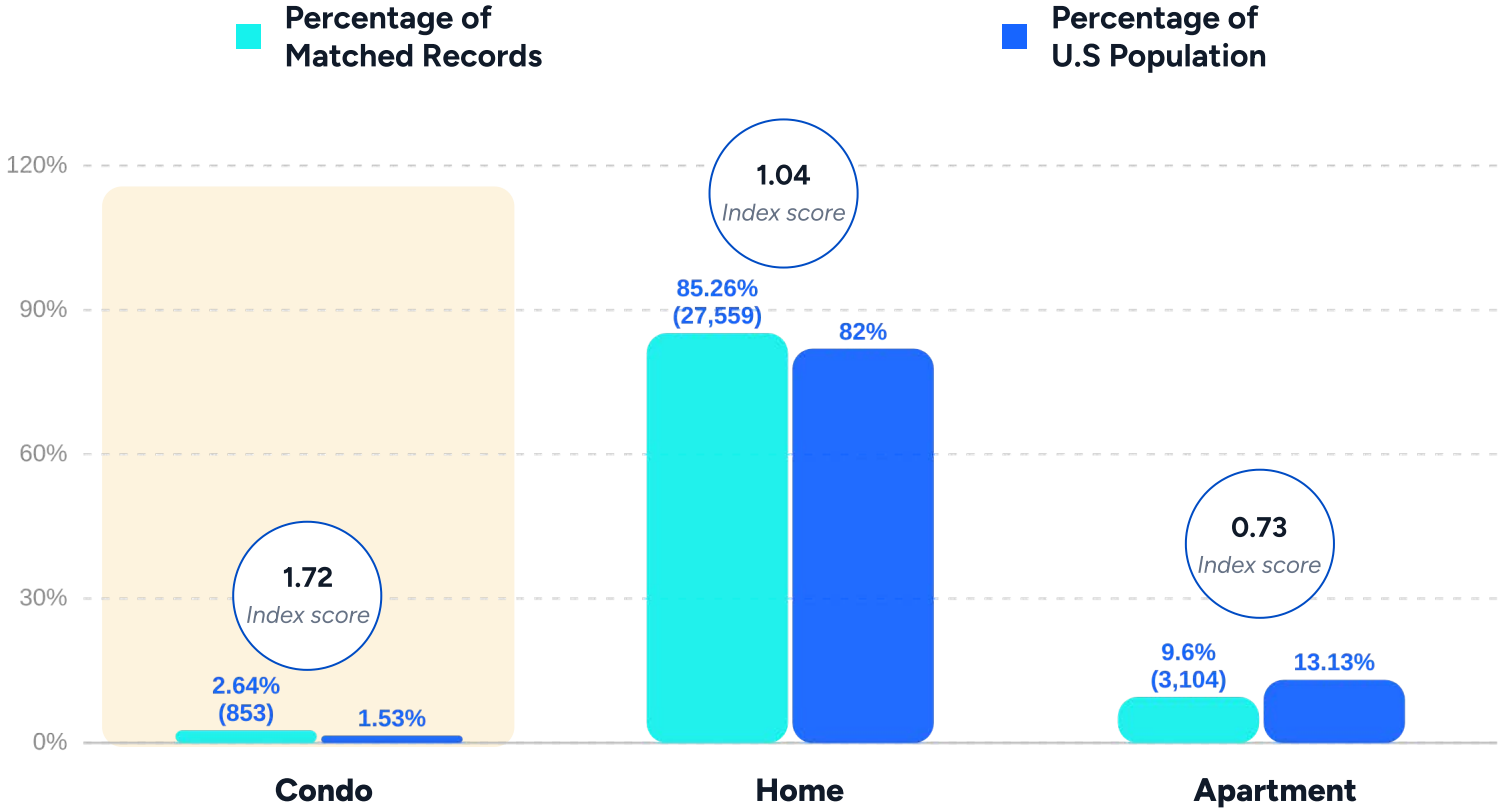
Occupation Categories

The occupational grouping for a given individual. Data is applied at the individual level and is sourced from self-reported data, survey data, warranty registrations, and modeled data.



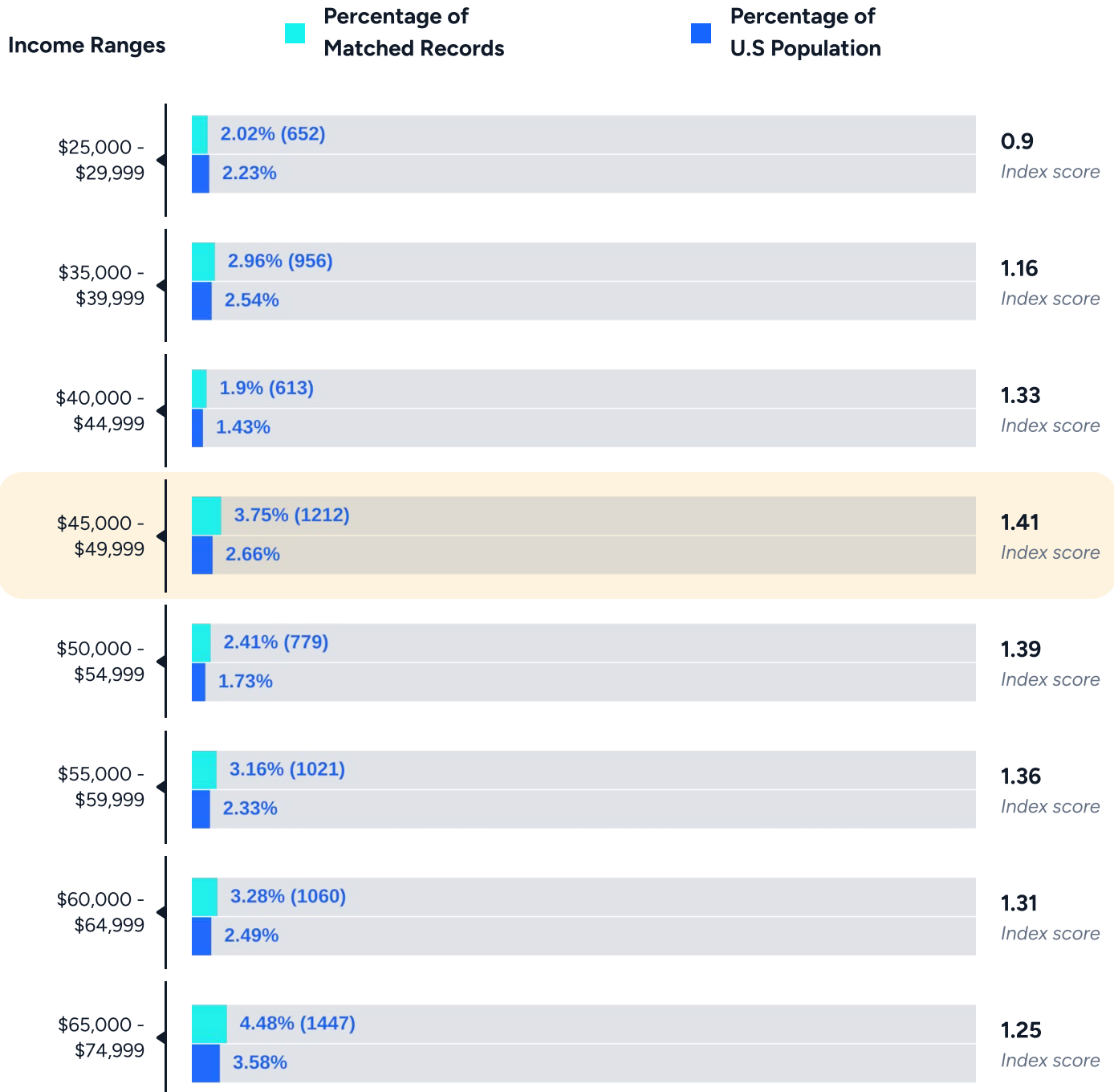
Dwelling Type

The structure type of a given address. Data is applied at the address level and is sourced from buying activities, consumer surveys, online registrations, public records, and warranty registrations.



Income Ranges

The estimated annual household income. Data is applied at the household level and is sourced from self-reported sources, neighborhood-level income values, and local economic data.



Income Ranges

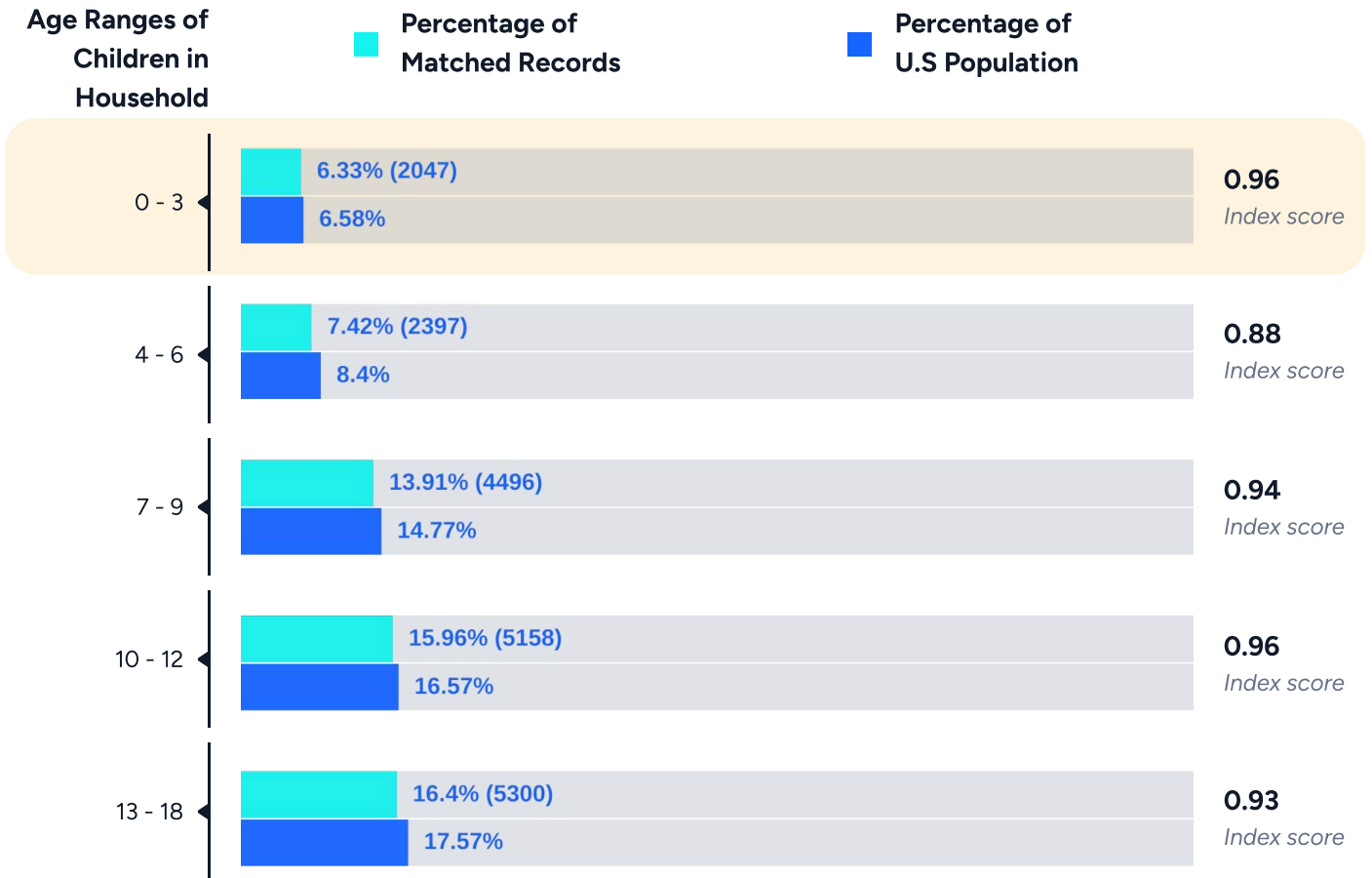
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Data N/A for Income Ranges: Under \$10,000, \$10,000 - \$14,999, \$15,000 - \$19,999, \$20,000 - \$24,999, \$30,000 - \$34,999

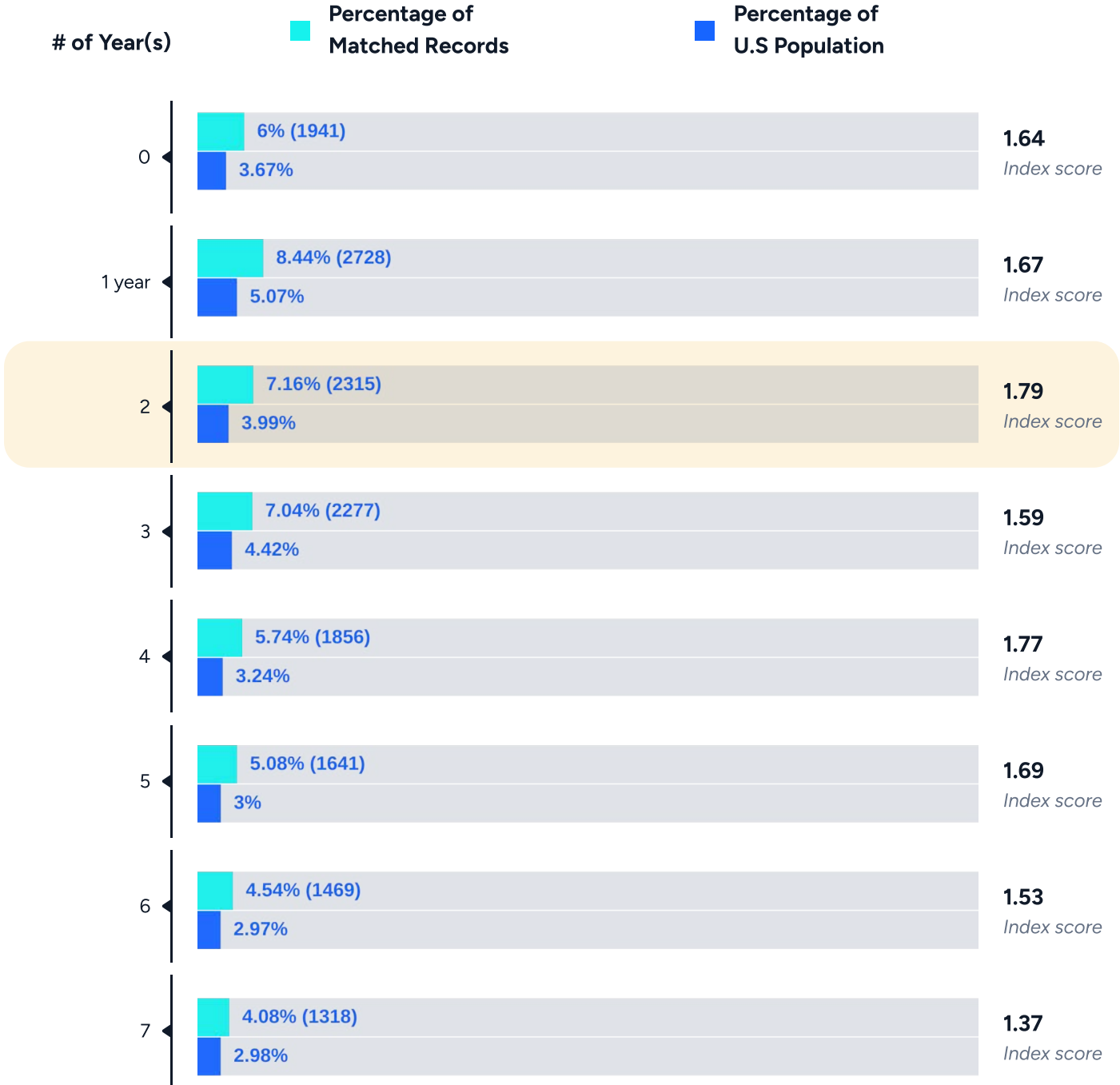
Households with Children

Households where children ages 18 and under are present. Data is applied at the household level and is sourced from consumer surveys and public records.



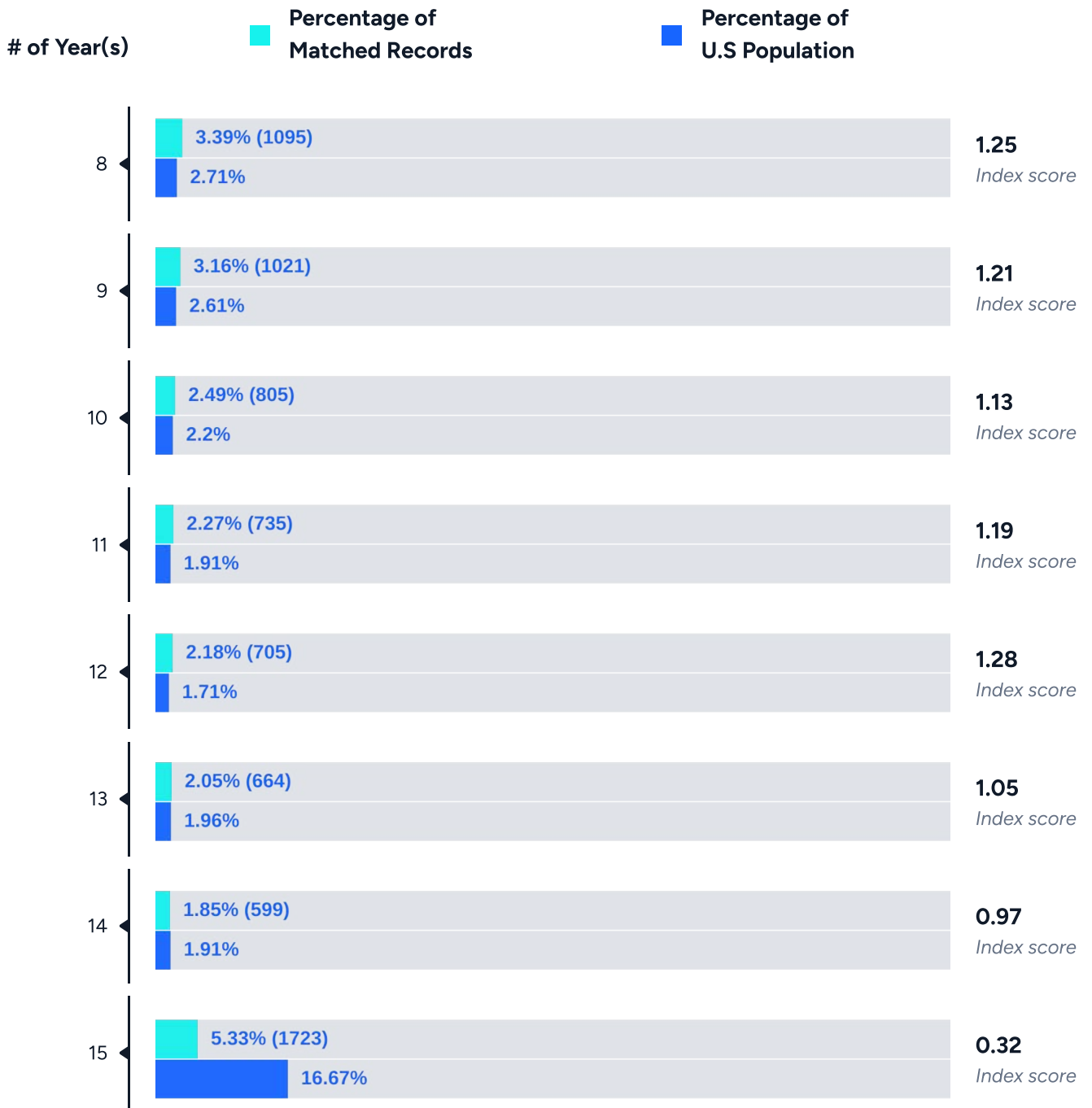
Length of Residence

The length of time a given individual has been at the current address. Data is applied at the household level and is sourced from county recorder records, self-reported data, and modeled attributes.



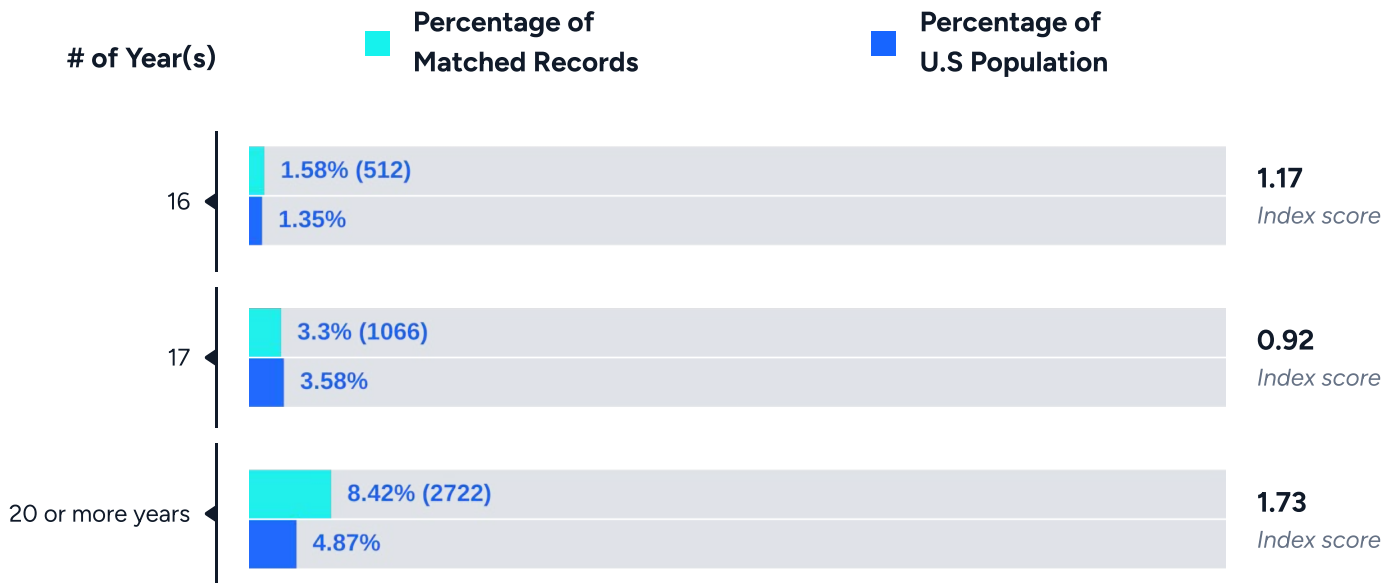
Length of Residence

(continued)



Length of Residence

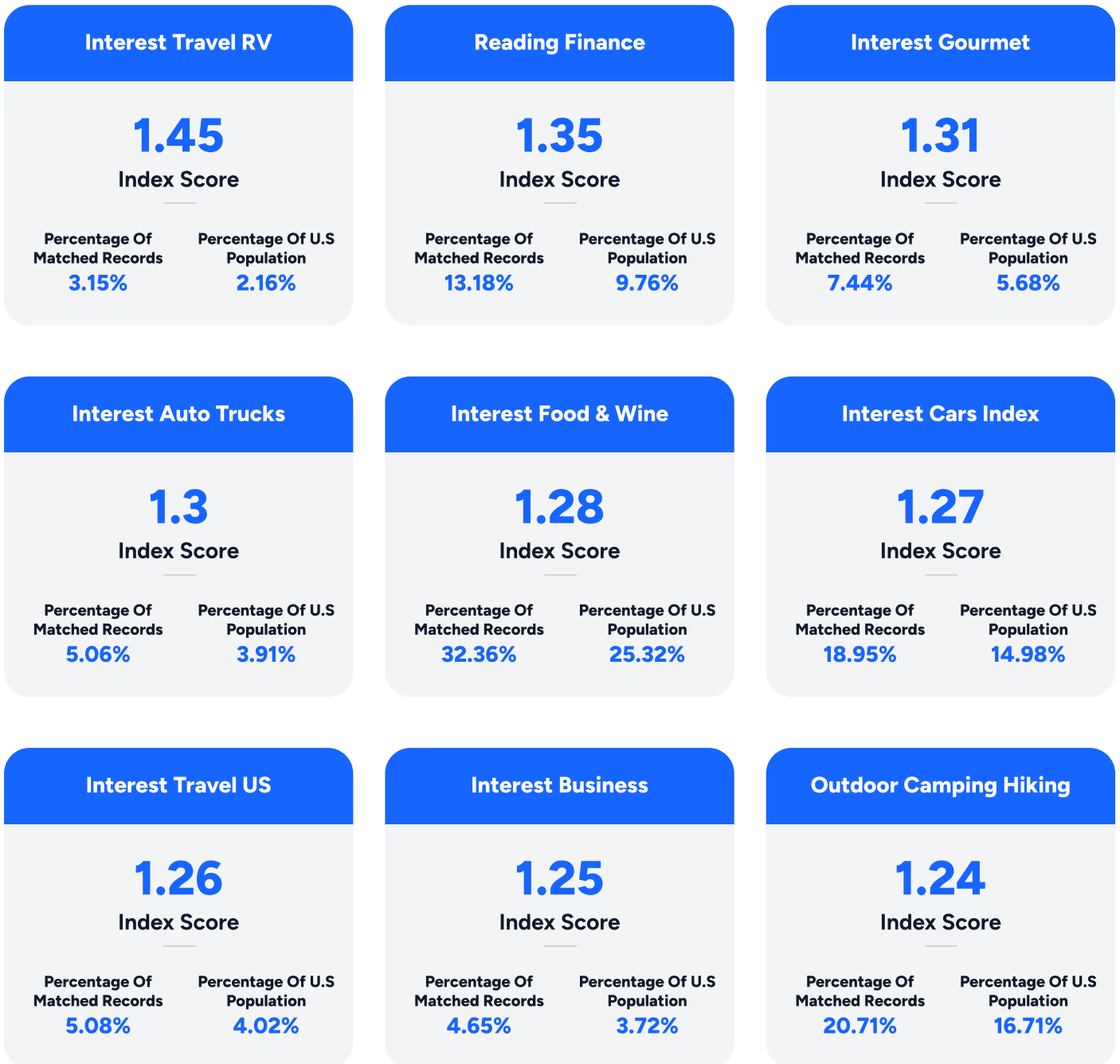
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Data N/A for # of Year(s): 18, 19

Interests

Hobbies and interests present in the household. Data is applied at the household level and is sourced from self-reported and transactional sources, surveys, subscriptions, and newsletters.



Interests

(continued)

Lifestyle Sports

1.24

Index Score

Percentage Of Matched Records
26.99%

Percentage Of U.S Population
21.70%

Interest in Casino and Gambling

1.23

Index Score

Percentage Of Matched Records
8.64%

Percentage Of U.S Population
7.00%

Interest Personal Finance

1.23

Index Score

Percentage Of Matched Records
2.16%

Percentage Of U.S Population
1.75%

Avid Reader

1.2

Index Score

Percentage Of Matched Records
53.68%

Percentage Of U.S Population
44.58%

Interest Sports

1.2

Index Score

Percentage Of Matched Records
33.34%

Percentage Of U.S Population
27.68%

Interest Donor

1.19

Index Score

Percentage Of Matched Records
6.45%

Percentage Of U.S Population
5.42%

Collector

1.18

Index Score

Percentage Of Matched Records
28.46%

Percentage Of U.S Population
24.14%

Interest in Entertainment

1.17

Index Score

Percentage Of Matched Records
30.05%

Percentage Of U.S Population
25.79%

Hobby Home Improvement

1.17

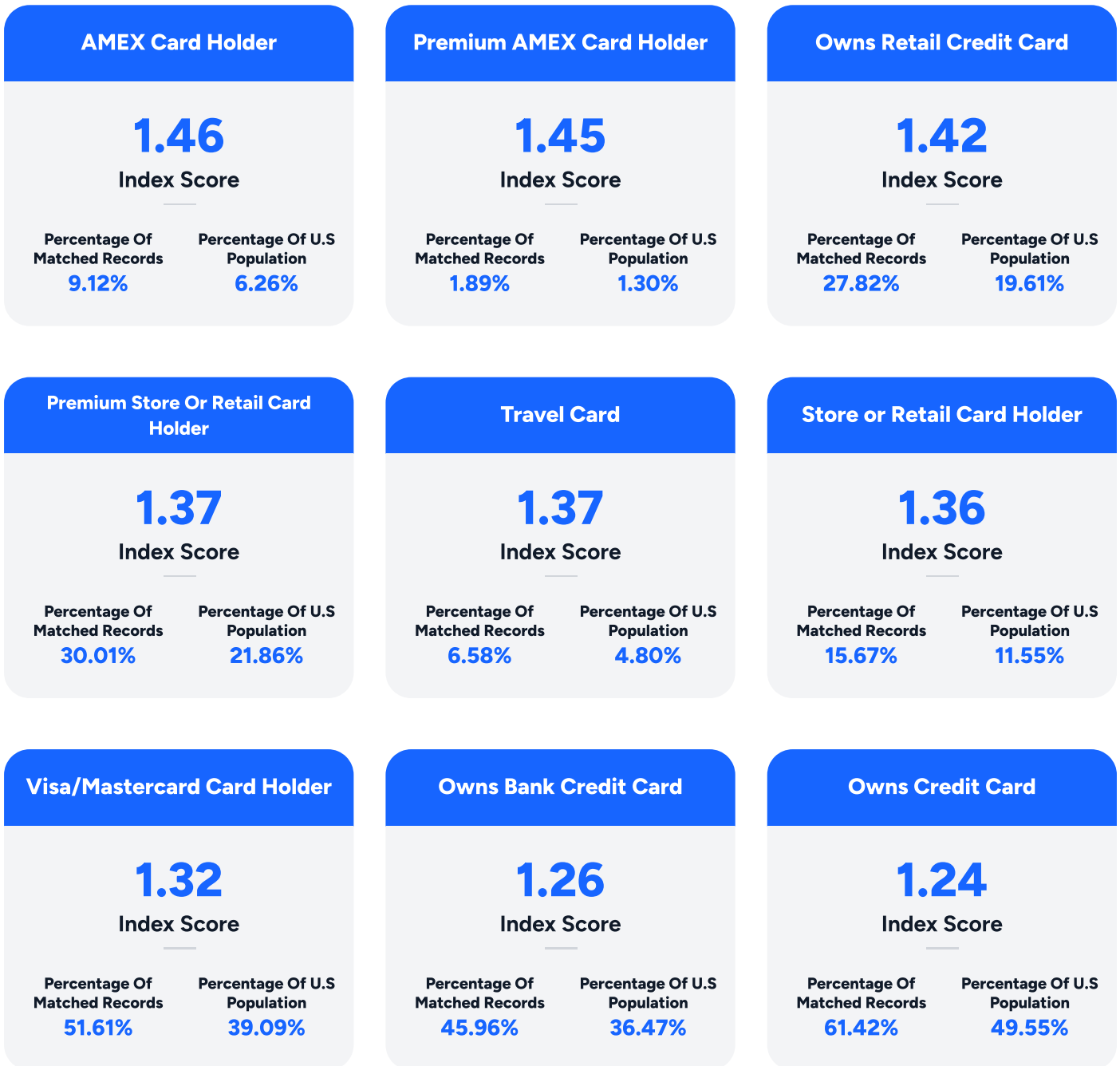
Index Score

Percentage Of Matched Records
44.08%

Percentage Of U.S Population
37.68%

Credit Cards

An indication of the types of credit cards present in the household. Data is applied at the household level and is sourced from self-reported credit and transactional sources.



Credit Cards

(continued)

Premium Visa/Mastercard Card Holder

1.18

Index Score

Percentage Of
Matched Records
5.88%

Percentage Of U.S
Population
4.98%

Premium Card Holder

1.13

Index Score

Percentage Of
Matched Records
13.72%

Percentage Of U.S
Population
12.11%

Gold or Platinum Credit Card

1.12

Index Score

Percentage Of
Matched Records
10.08%

Percentage Of U.S
Population
8.99%

Discover Card Holder

1.08

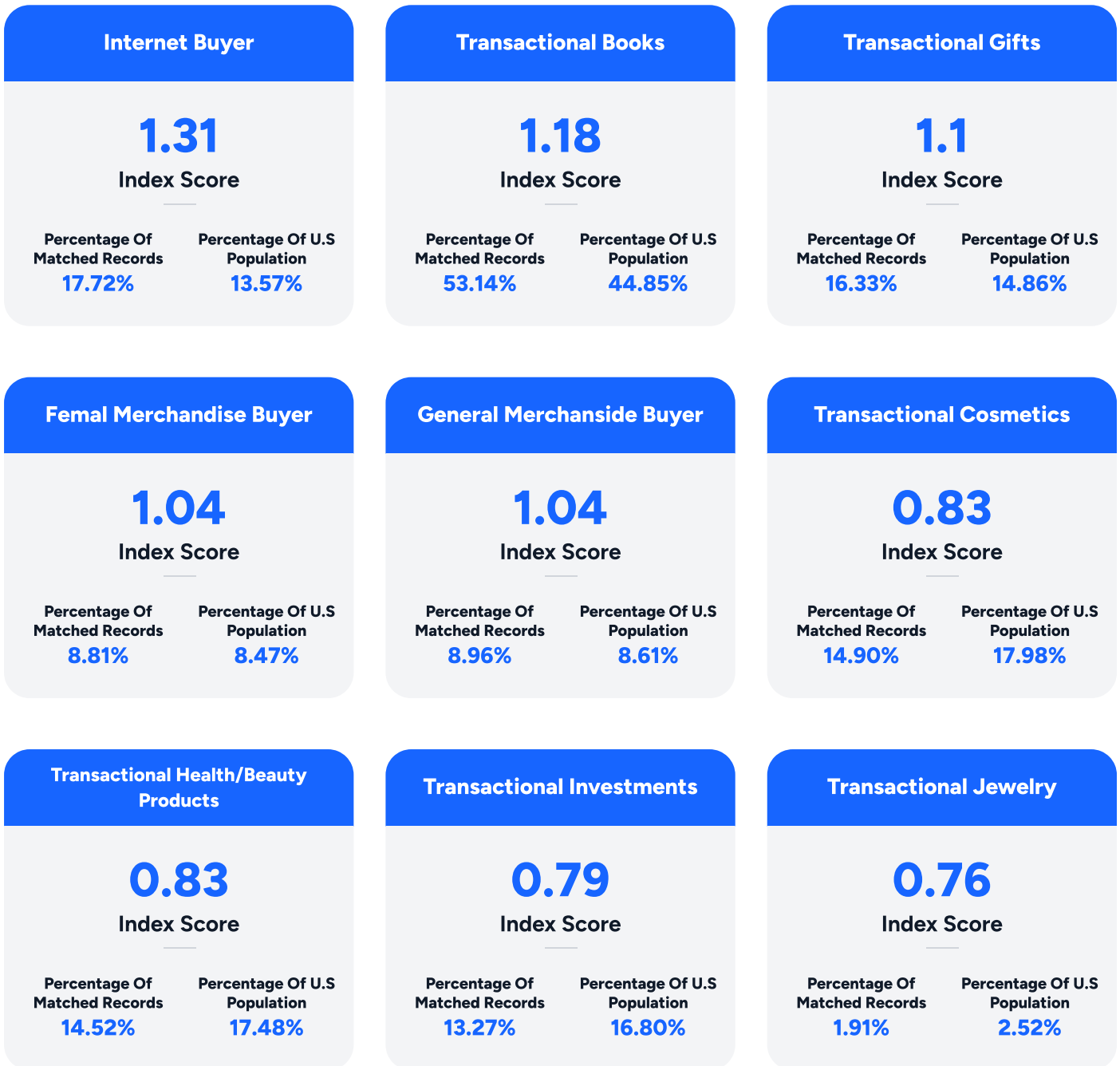
Index Score

Percentage Of
Matched Records
4.87%

Percentage Of U.S
Population
4.50%

Buying Activity

Buying activities present within the household. Data is applied at the household level and is sourced from online and offline transactional feeds.



Buying Activity

(continued)

Transactional Home Furnishing

0.71

Index Score

Percentage Of
Matched Records
15.14%

Percentage Of U.S
Population
21.33%

Transactional Home Improvement

0.71

Index Score

Percentage Of
Matched Records
16.40%

Percentage Of U.S
Population
23.11%

Transactional Childrens Products

0.68

Index Score

Percentage Of
Matched Records
8.31%

Percentage Of U.S
Population
12.26%

Transactional Clothing

0.63

Index Score

Percentage Of
Matched Records
8.42%

Percentage Of U.S
Population
13.37%

Transactional Auto Parts

0.59

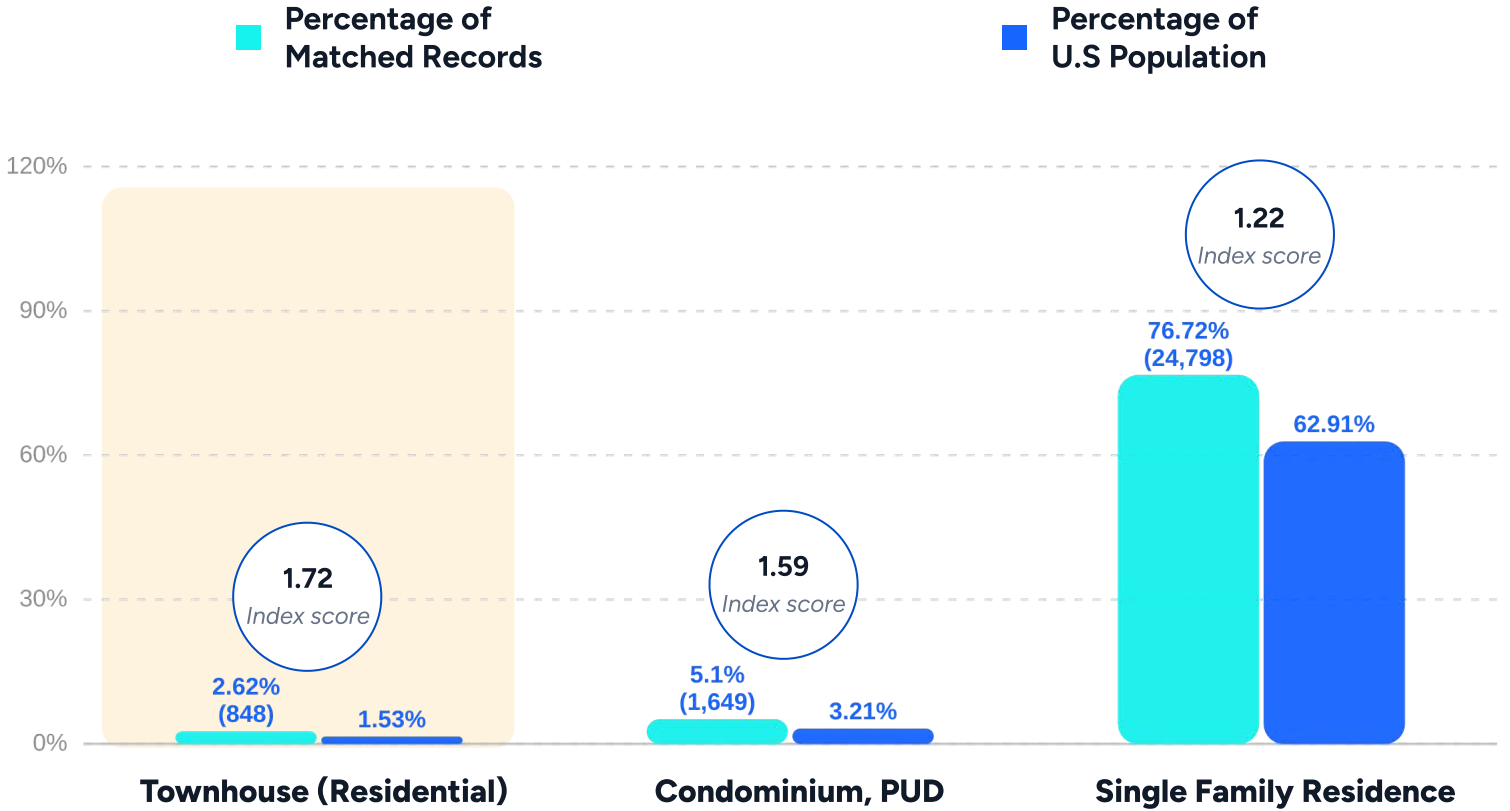
Index Score

Percentage Of
Matched Records
2.51%

Percentage Of U.S
Population
4.27%

Property Type Detail

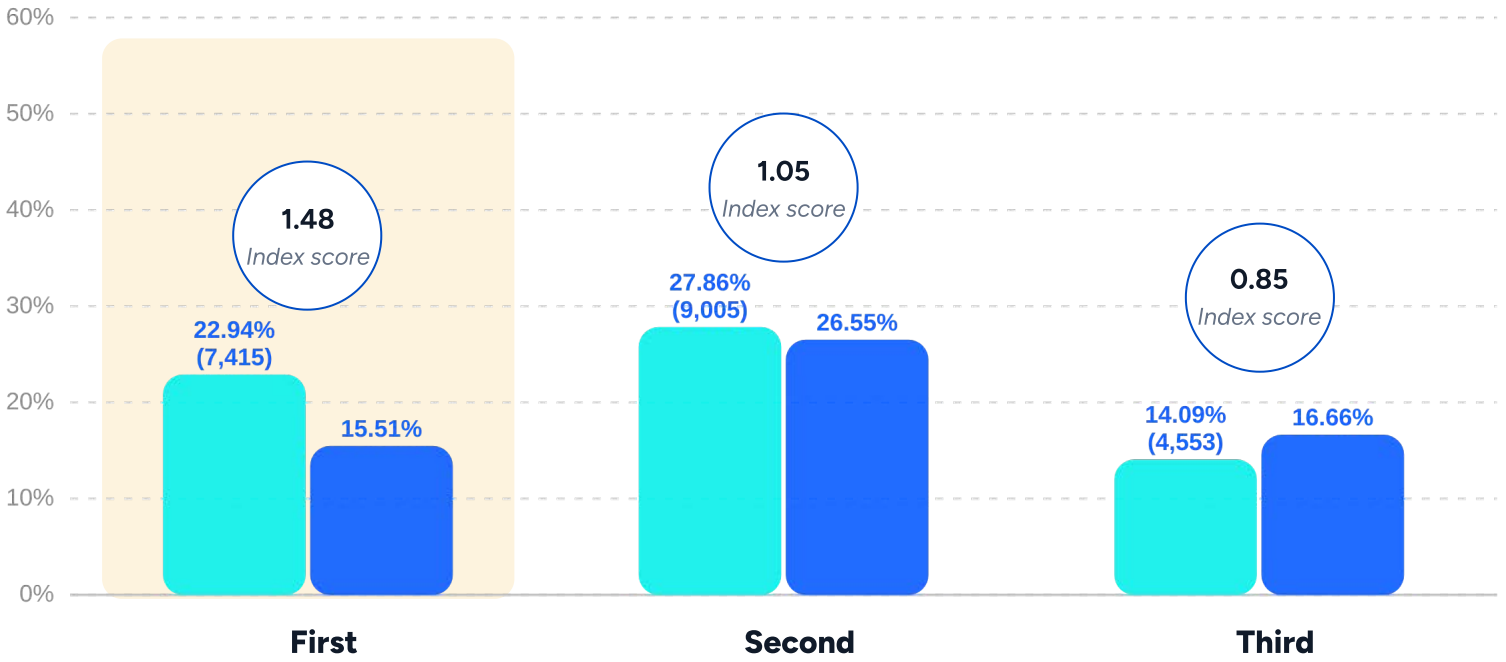
The standardized land use code associated with a given address. Data is applied at the address level and is sourced from county assessor records.



Number Of Generations

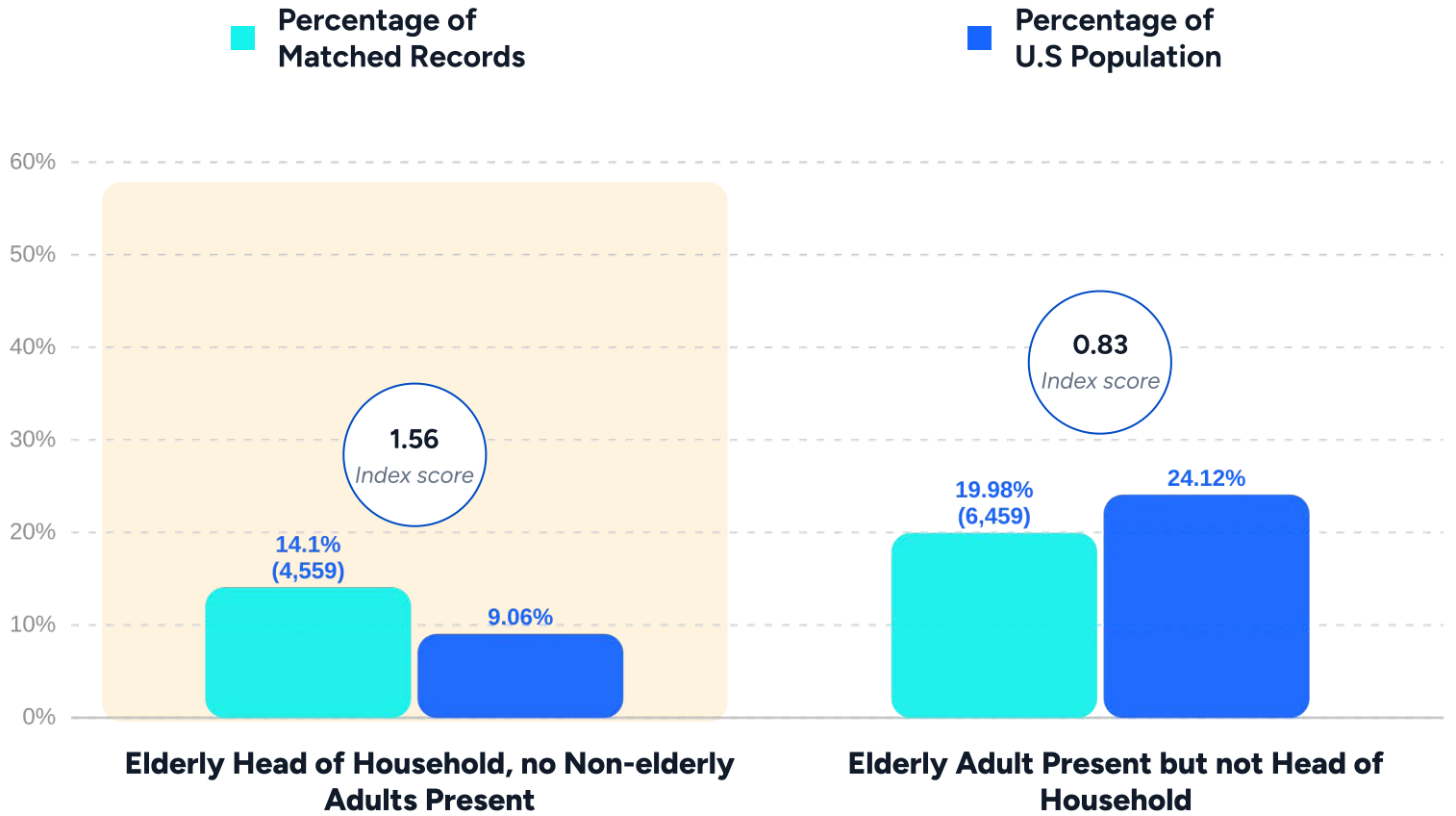
The number of generations present in a given household. Data is applied at the household level and is sourced from buying activity, public records, and self-reported information.

■ Percentage of Matched Records ■ Percentage of U.S Population



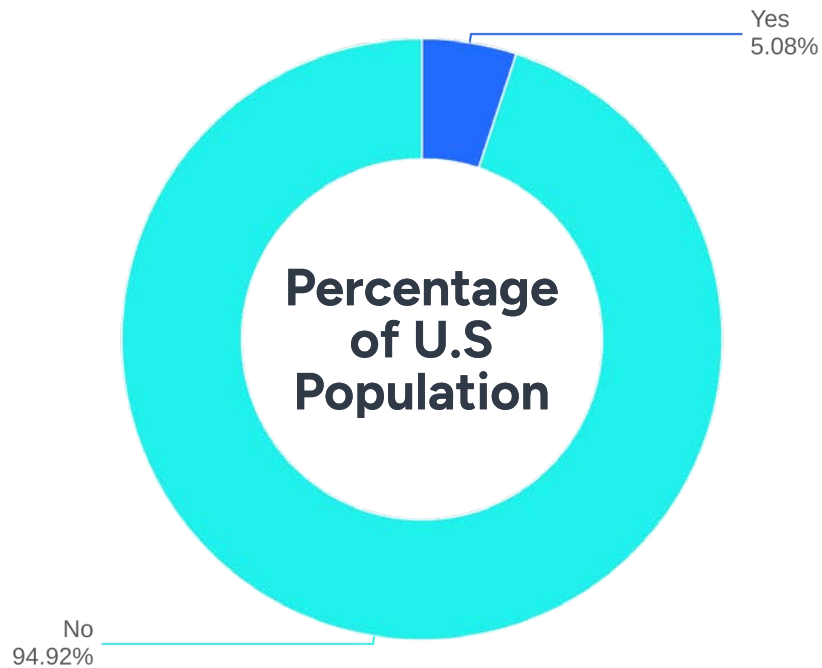
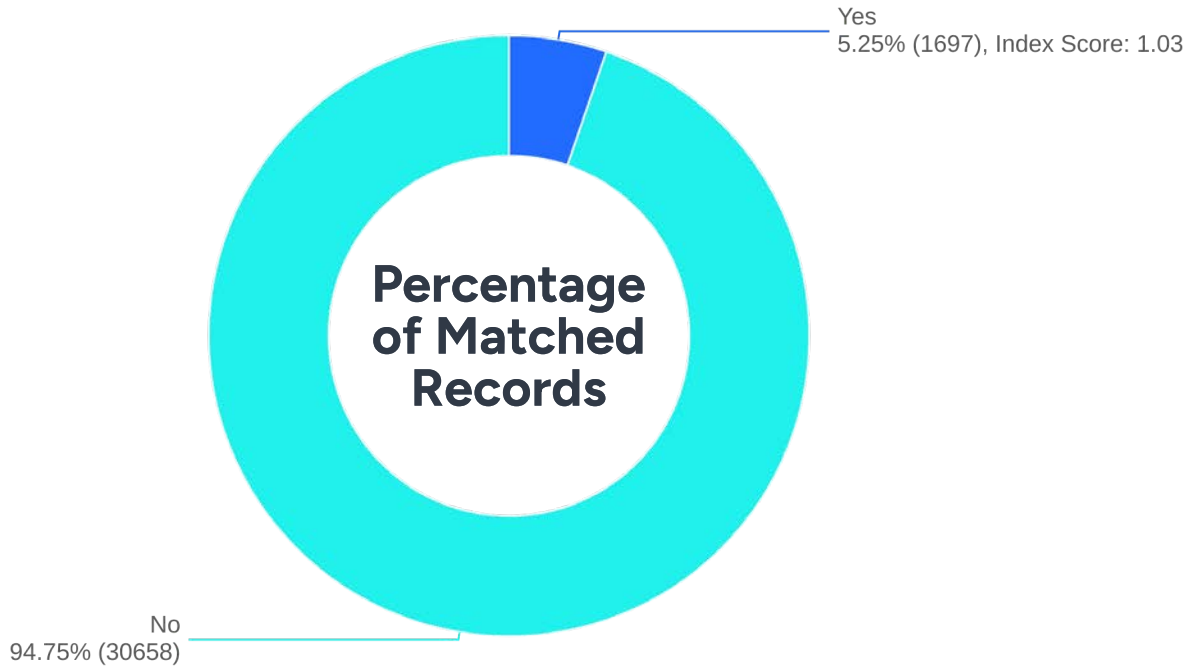
Elderly Person in Household

A senior age 65 or older has been identified as the head of household. Data is applied at the household level and is sourced from buying activities, consumer surveys, and public records.



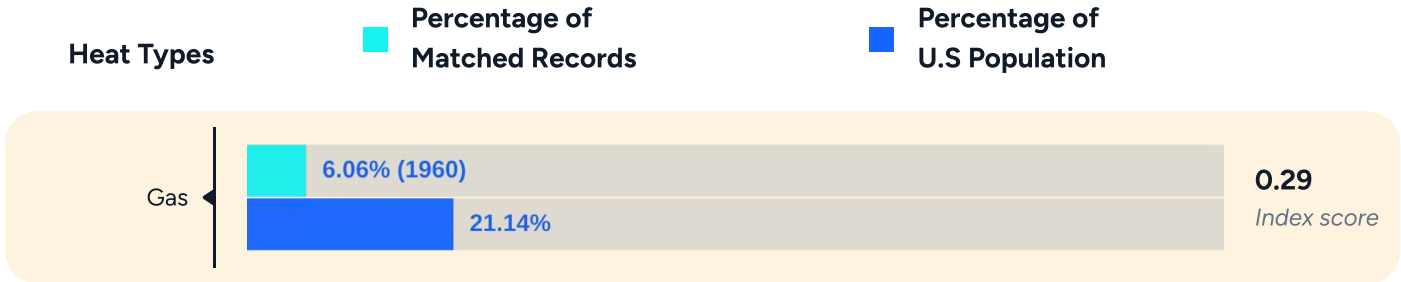
Grandchildren Under Age 12

Households where a grandchild age 12 or younger is present. Data is applied at the individual level and is sourced from consumer surveys.



Home Heat Type

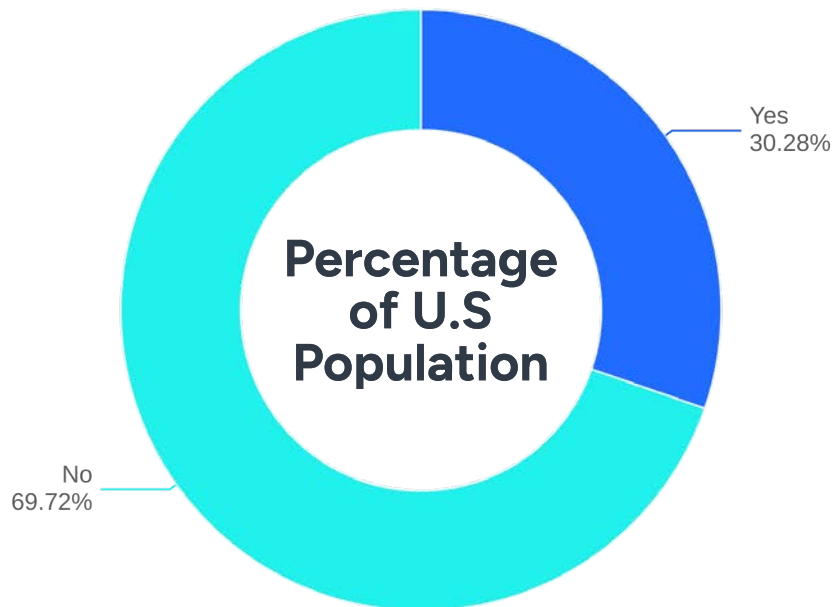
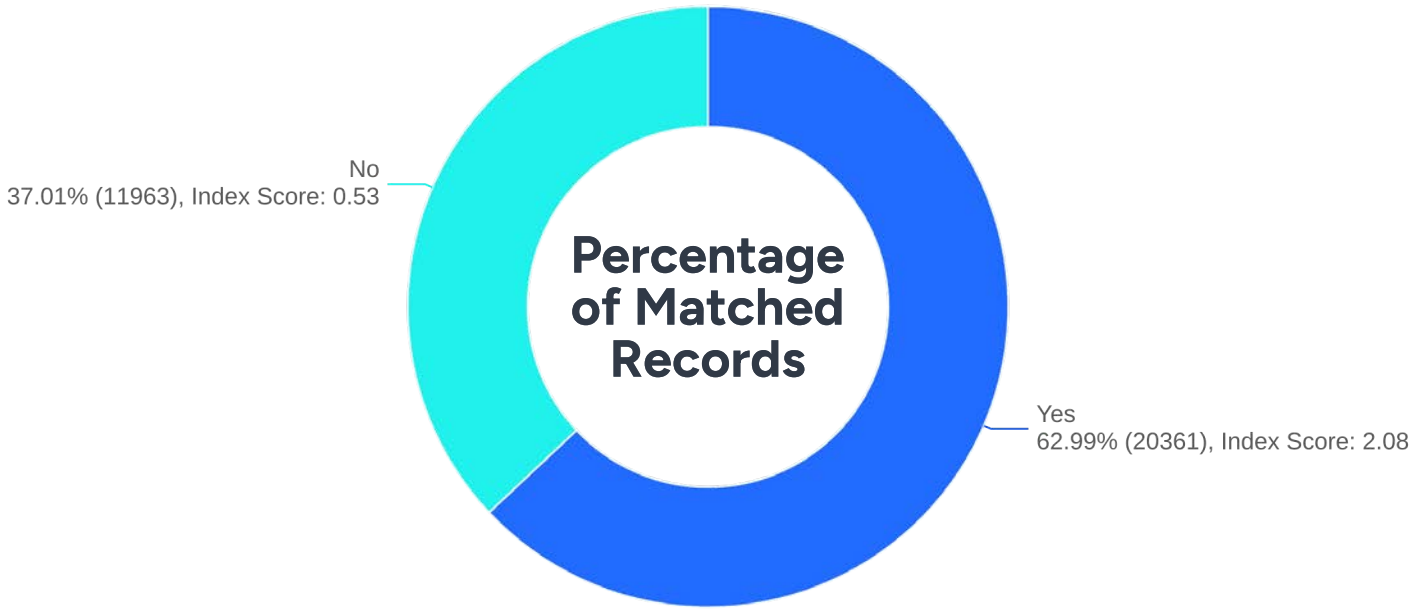
An indication of the type of heating system present in the home. Data is applied at the address level and is sourced from county assessor and county recorder records.



Data N/A for Heat Types: Oil, Gas Public/Piped, Electric

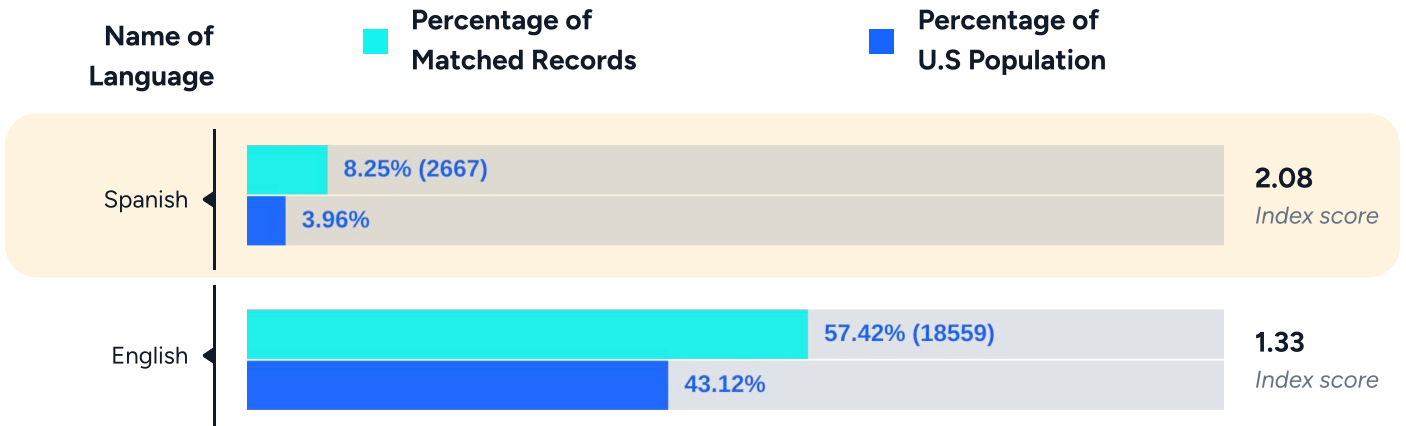
Verified Homeowner

The given individual is a verified homeowner. Data is applied at the household level and is sourced from county recorder records.



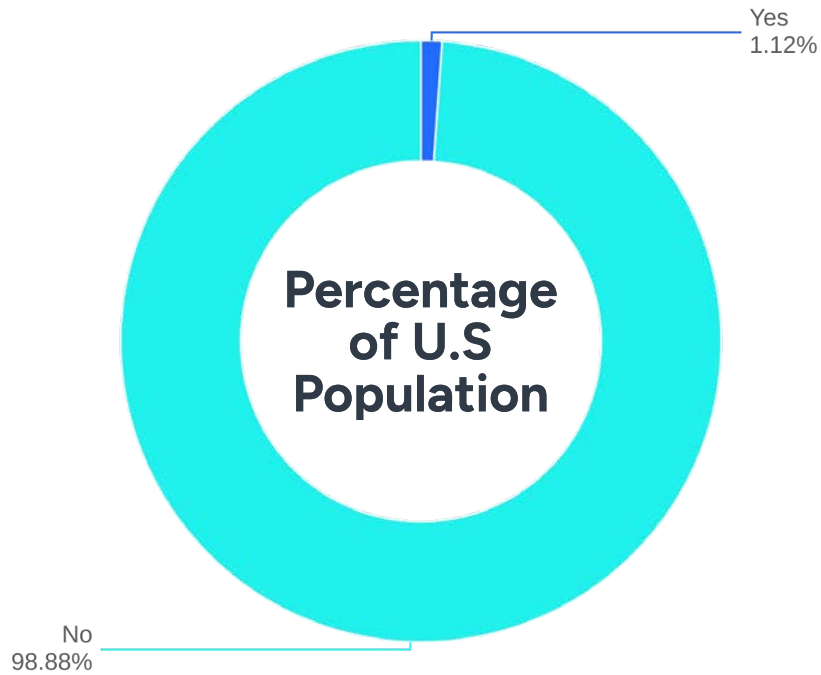
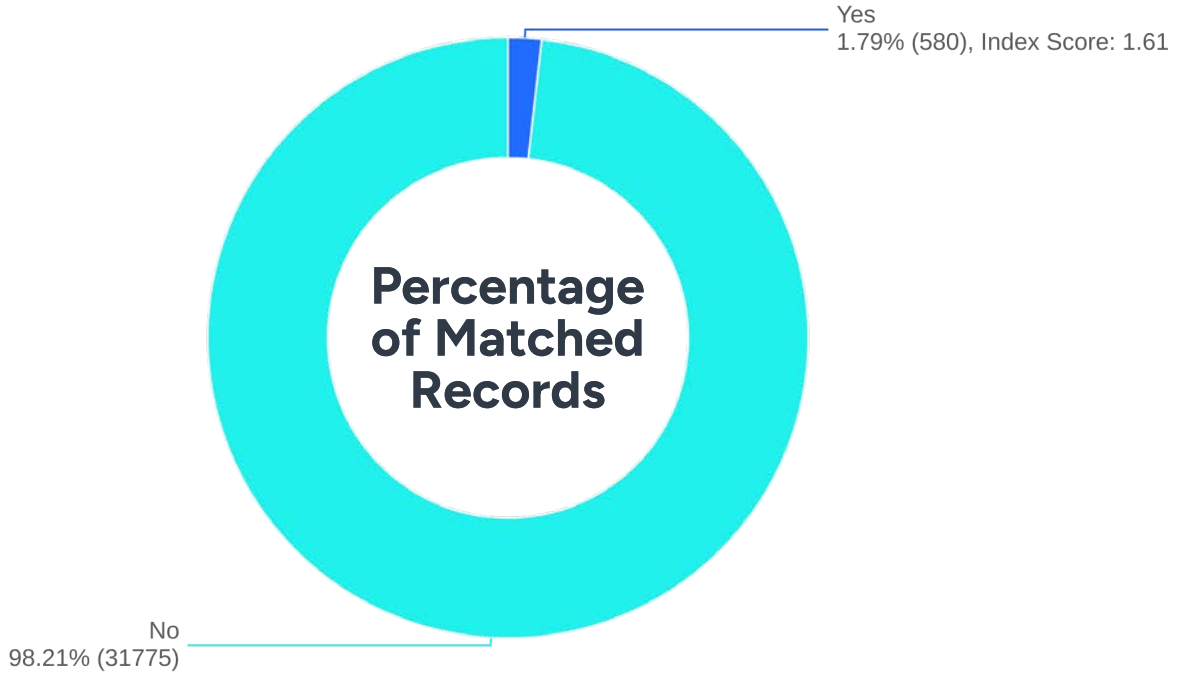
Languages

The likely languages spoken in the household. Data is applied at the household level and is sourced from consumer surveys, transactional data, and inferred attribution.



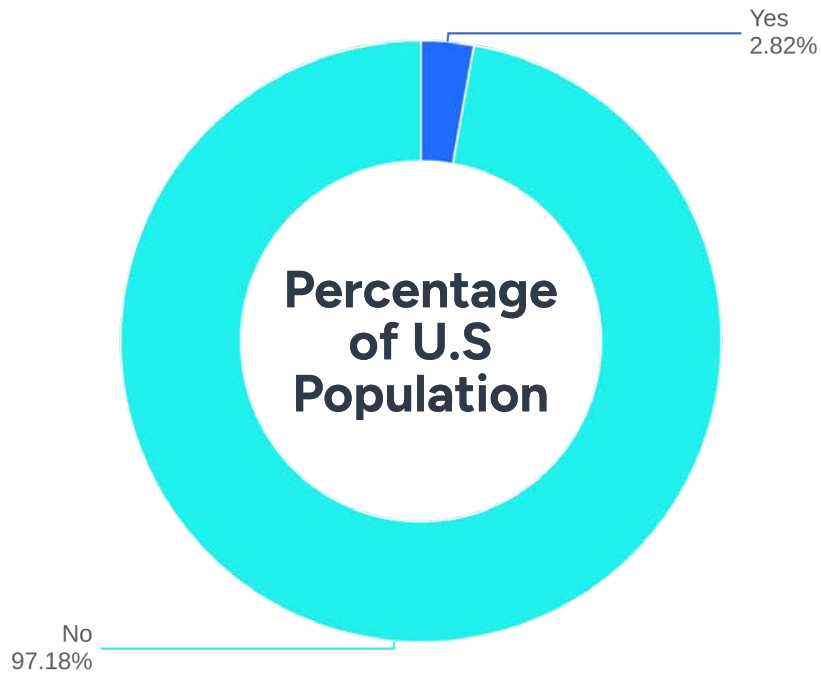
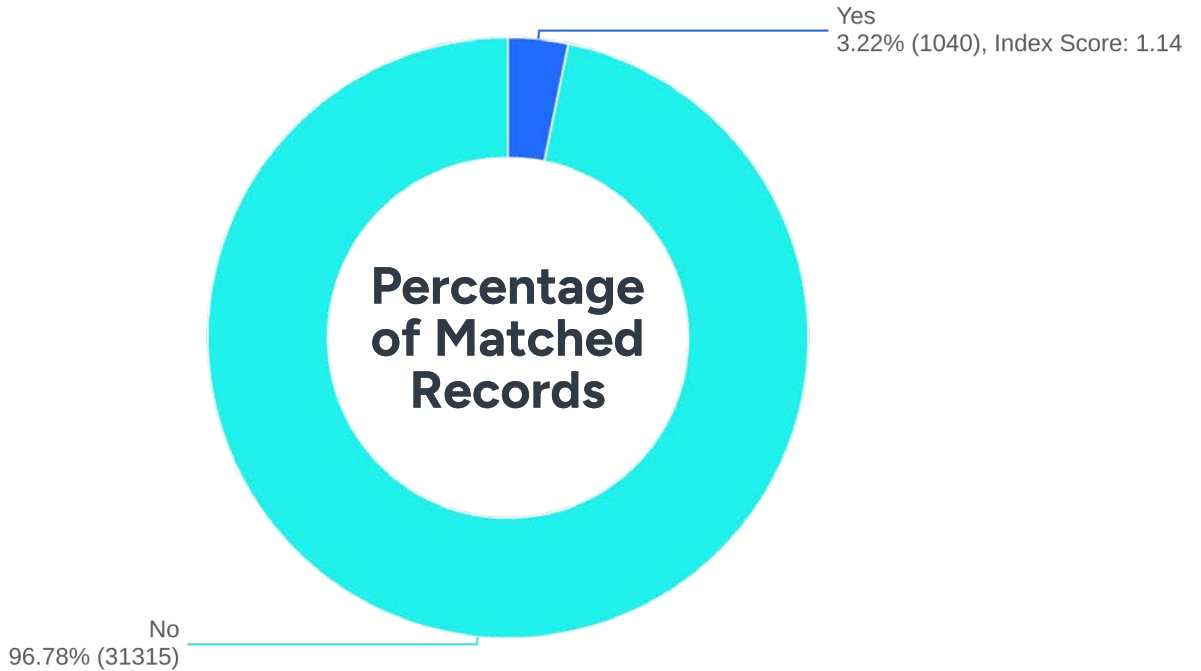
Motorcycle Owner

The given individual owns a motorcycle. Data is applied at the individual level and is sourced from newsletters, magazine subscriptions, memberships, survey data, and transactional data.



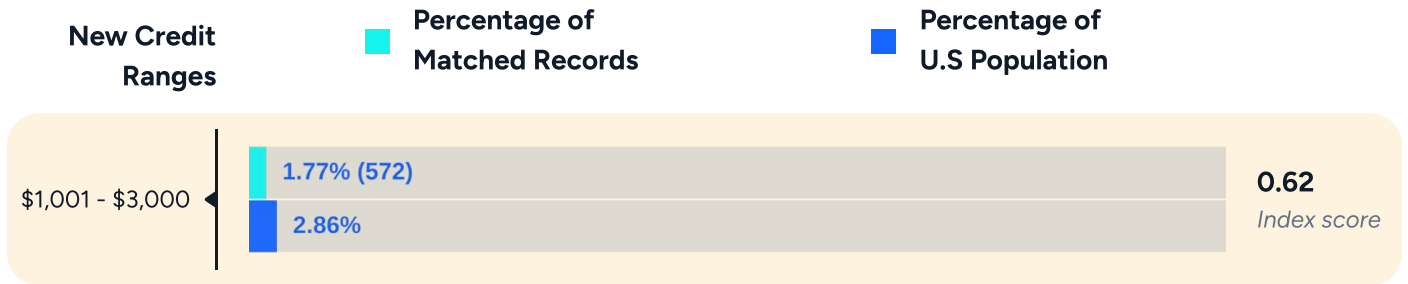
New Credit Card Issued

A new credit card has been issued in the household. Data is applied at the household level and is sourced from consumer surveys and transactional data.



New Credit Range Offered

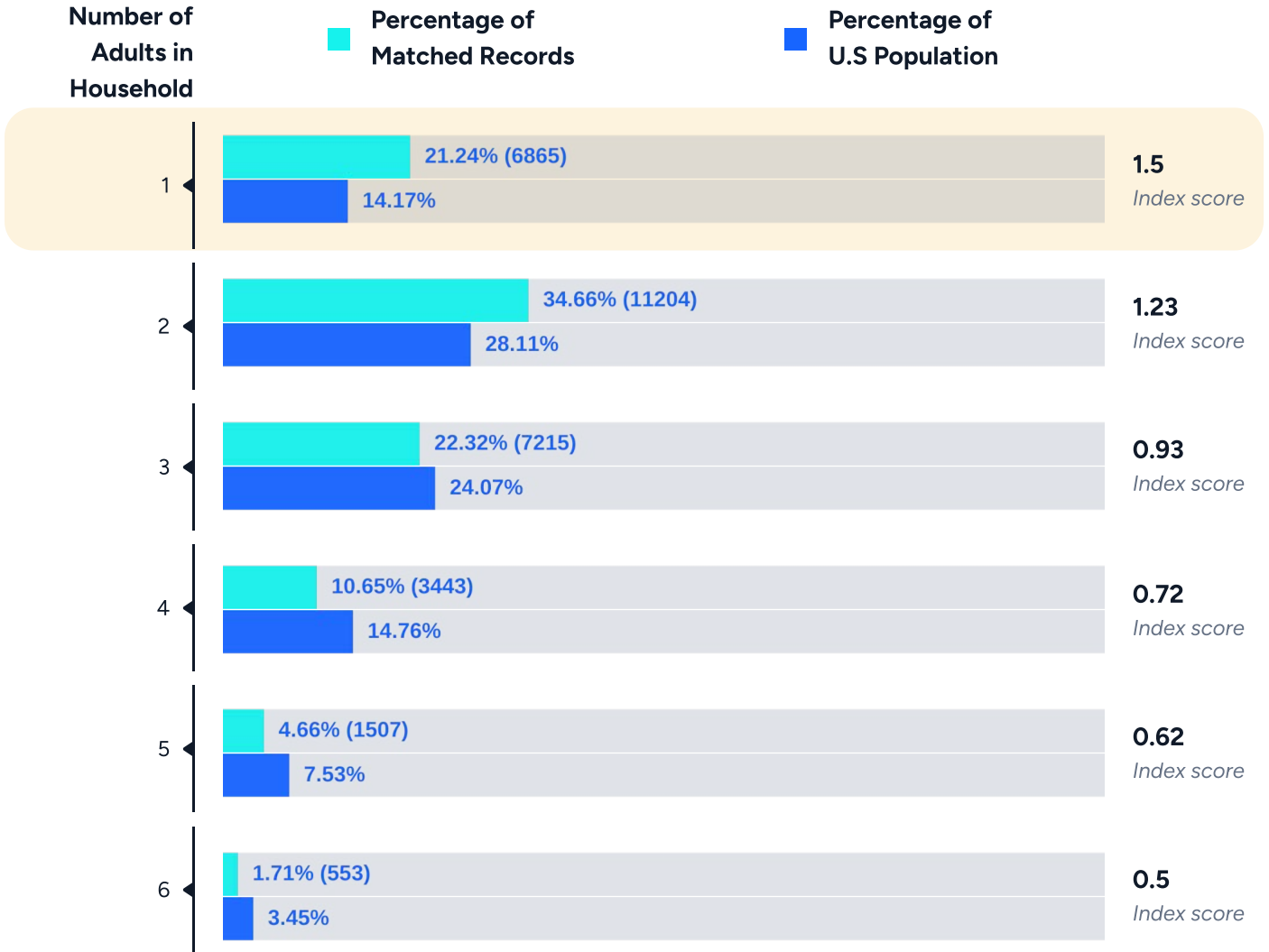
The range of new credit granted in the household. Data is applied at the household level and is sourced from consumer surveys and transactional data.



Data N/A for New Credit Ranges: \$0 - \$100, \$101 - \$300, \$301 - \$500, \$501 - \$1,000, \$3,001 - \$5,000, \$5,001 - \$9,990, Greater than \$9,999

Number of Adults in Household

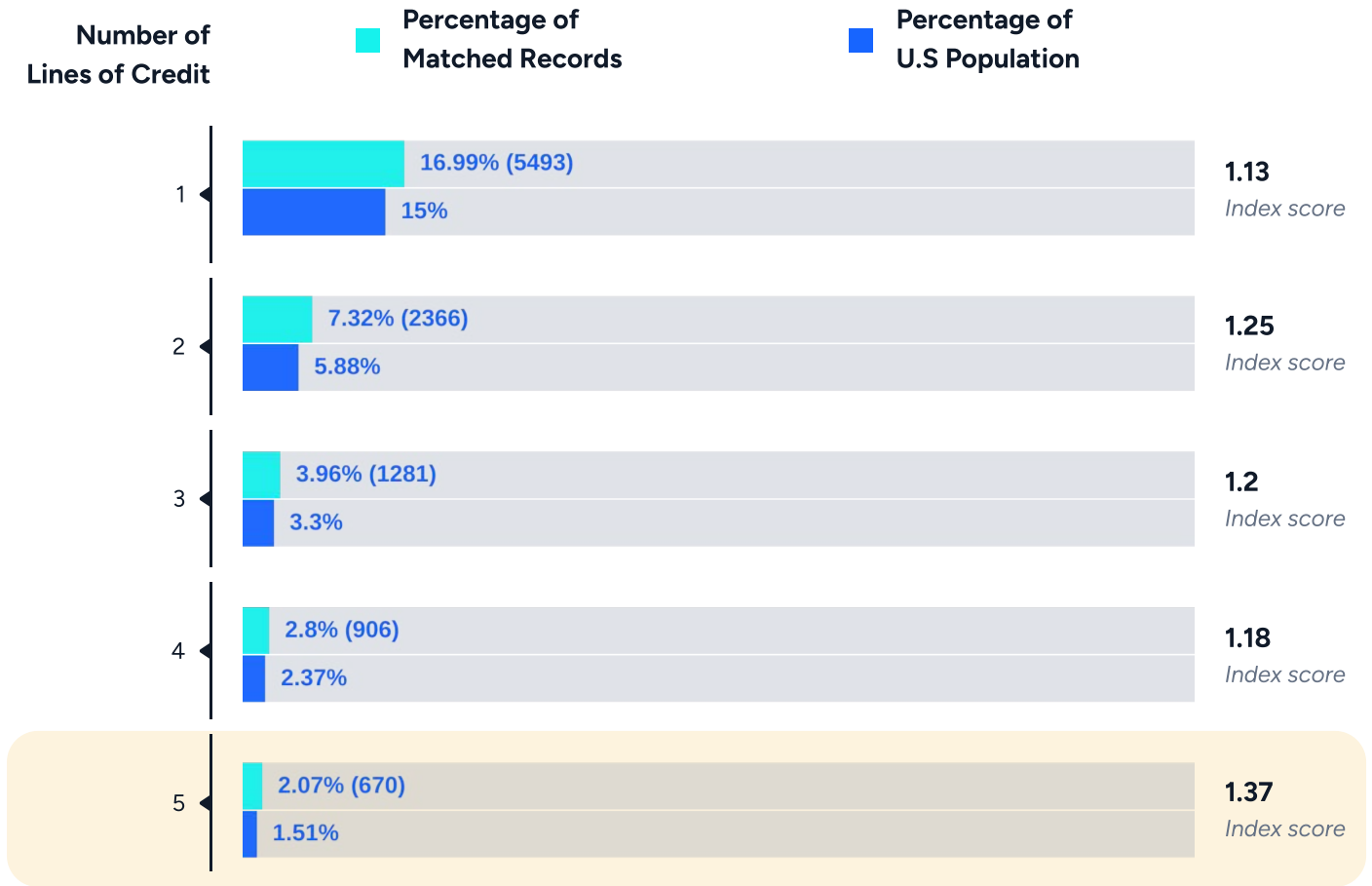
The total number of adults present in the household. Data is applied at the household level and is sourced from consumer surveys, transactional data, and inferred attribution.



Data N/A for Number of Adults in Household: 7

Number of Lines of Credit

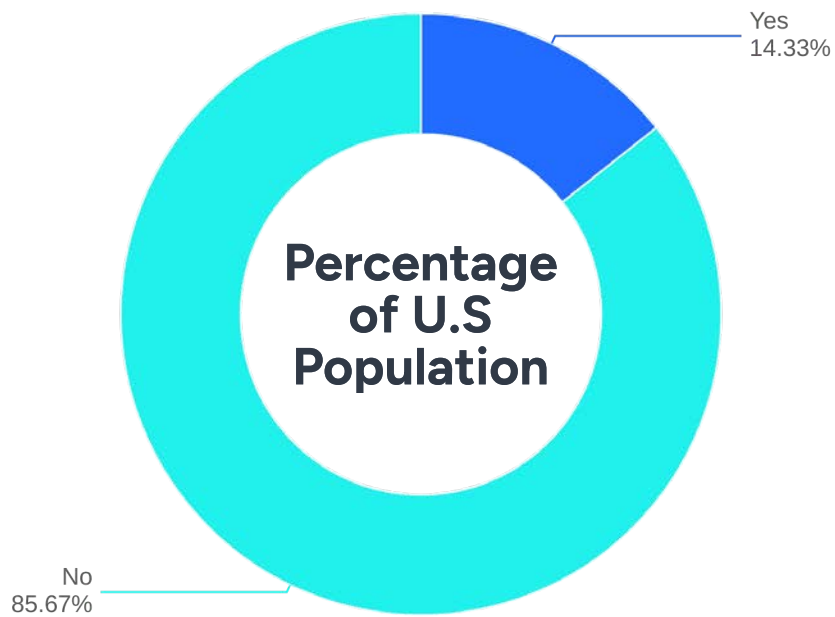
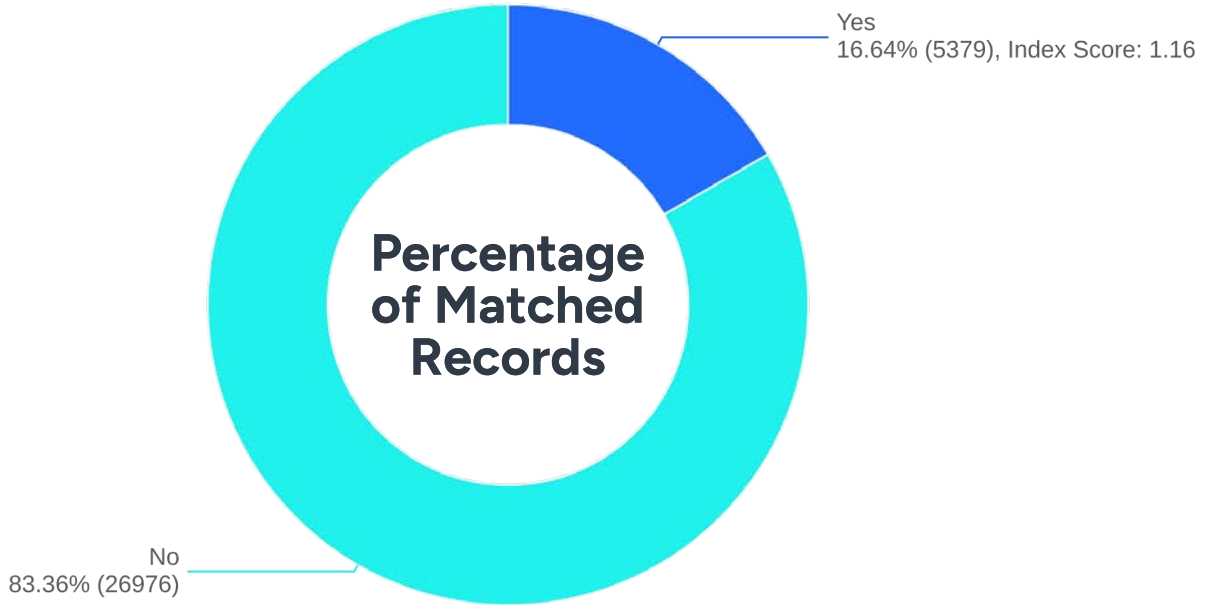
The total number of lines of credit present in the household. Data is applied at the household level and is sourced from consumer surveys and transactional data.



Data N/A for Number of Lines of Credit: 6, 7, 8

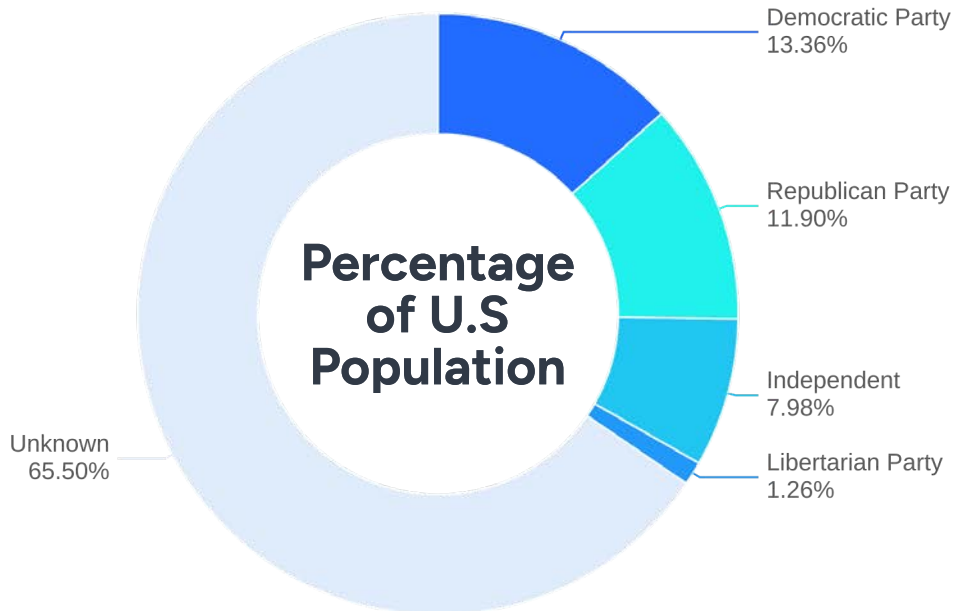
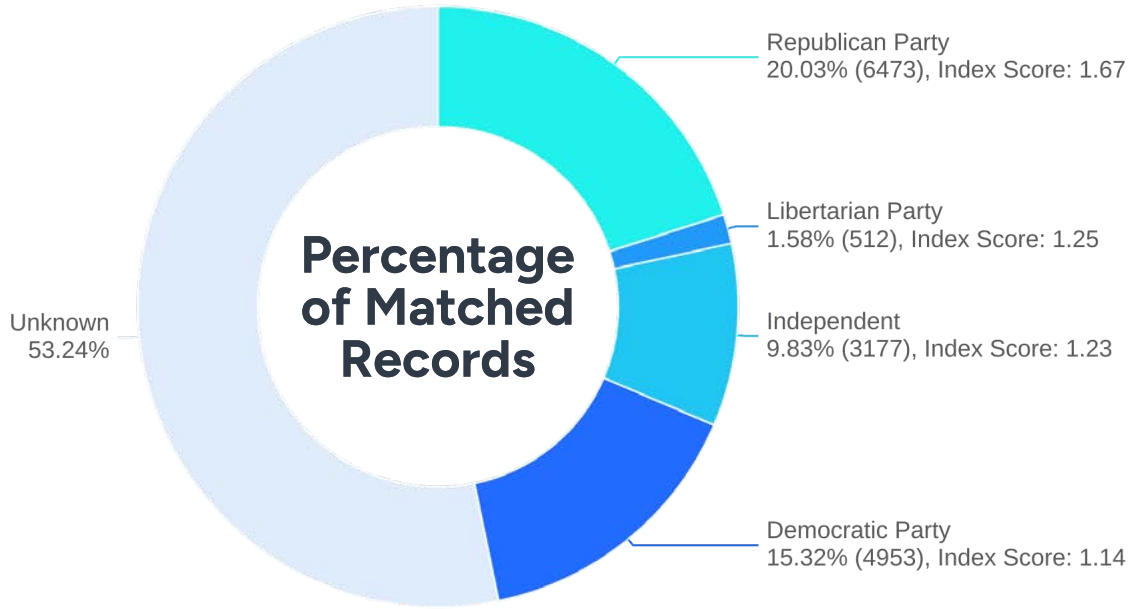
Small Office/Home Office Business

The given individual operates a business out of their home. Data is applied at the individual level and is sourced from newsletters, magazine subscriptions, memberships, survey data, and transactional data.



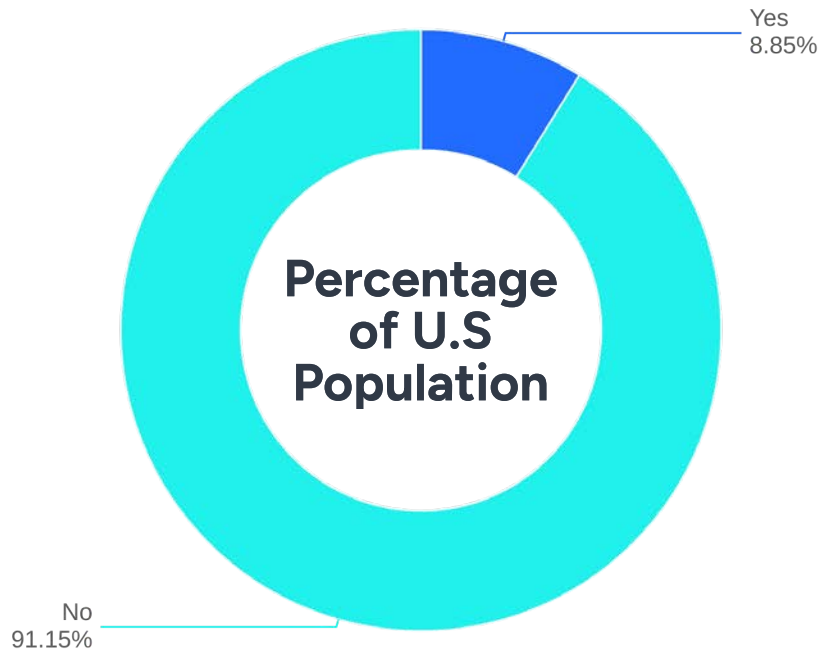
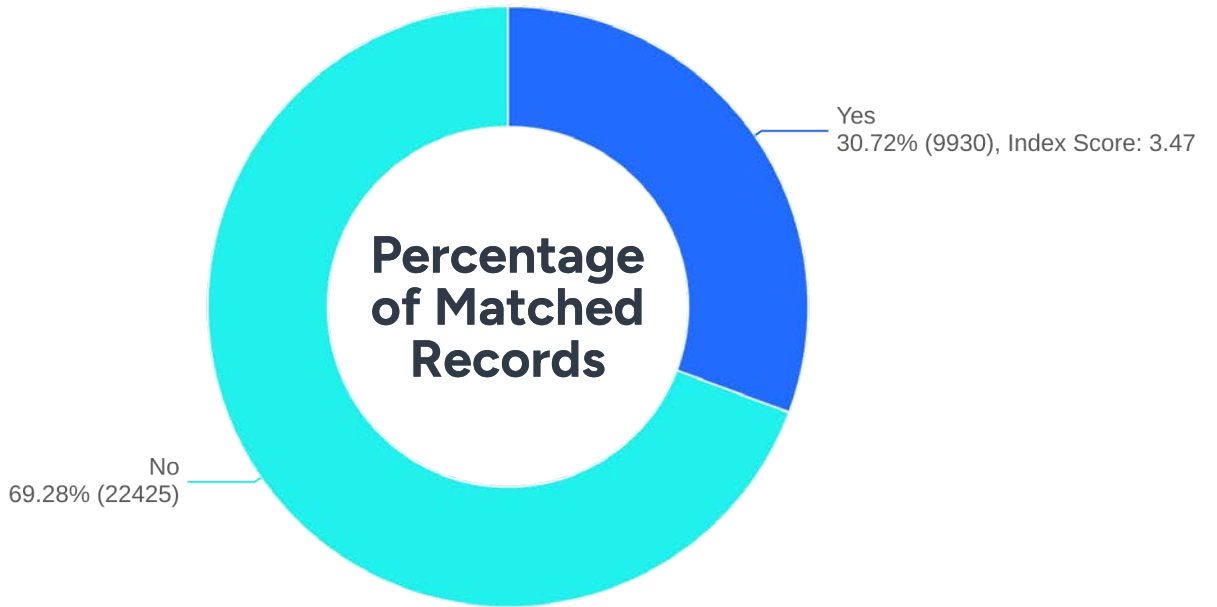
Political Party

The political party of a given individual. Data is applied at the individual level and is sourced from consumer surveys, poll and opinion research, and donations.



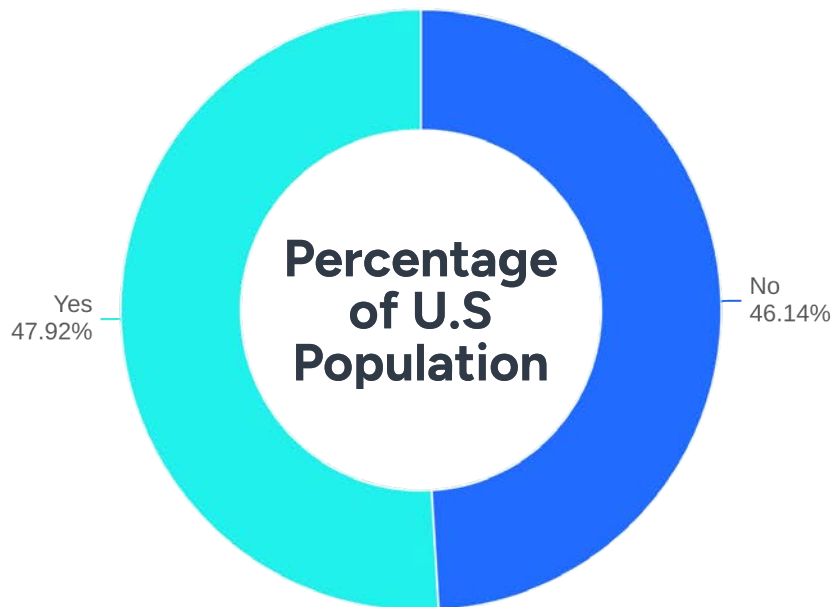
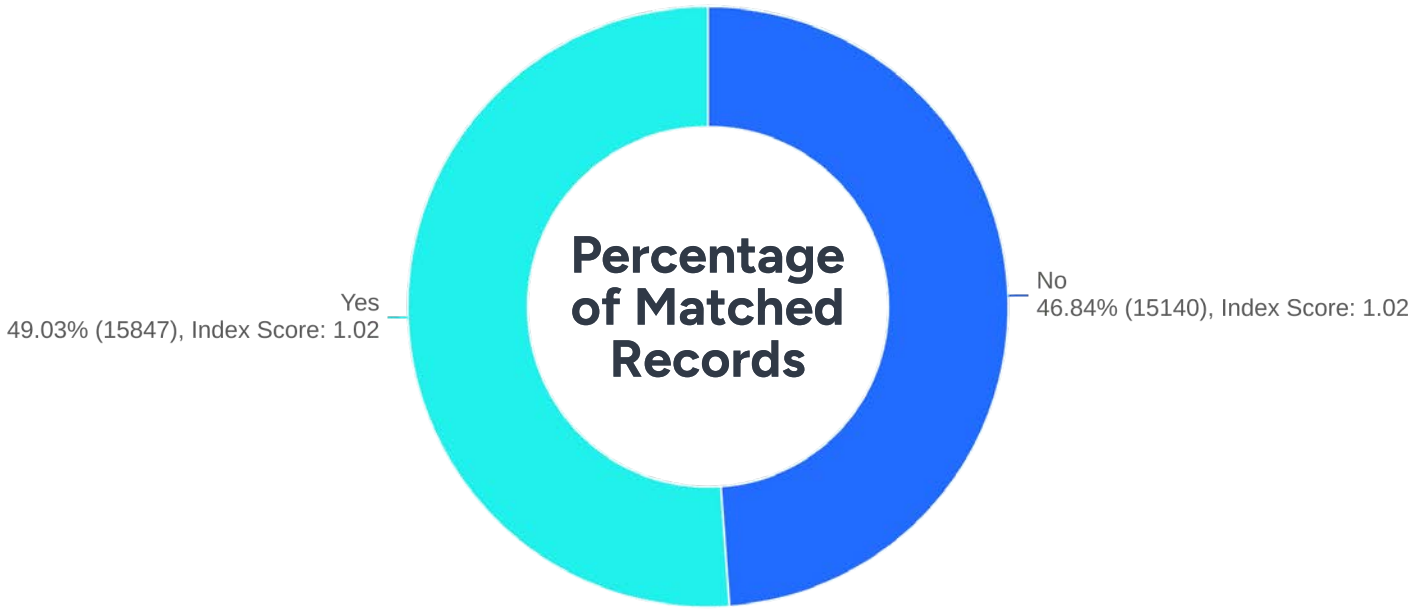
Swimming Pool Present

A swimming pool is present at the home. Data is applied at the address level and is sourced from county recorder records and self-reported data.



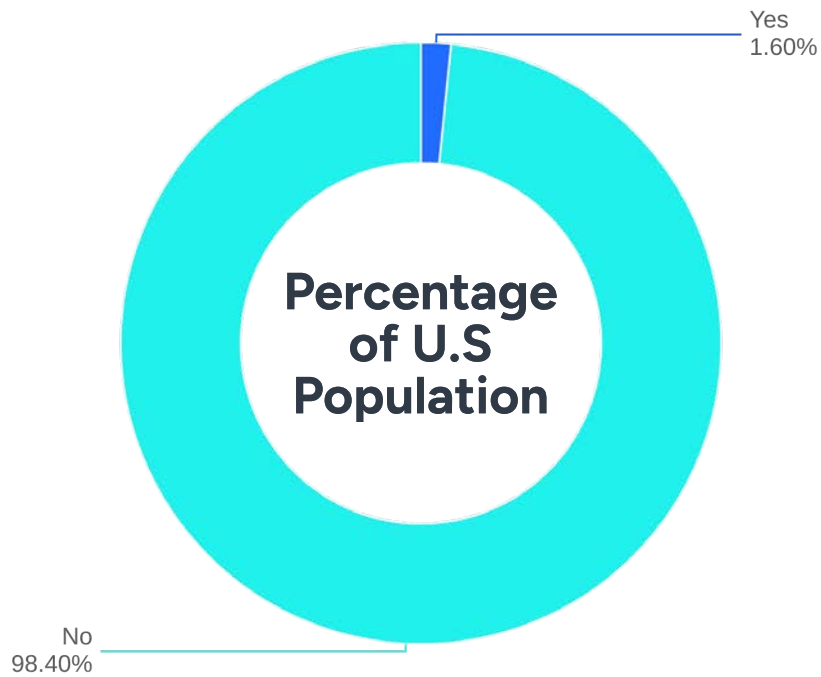
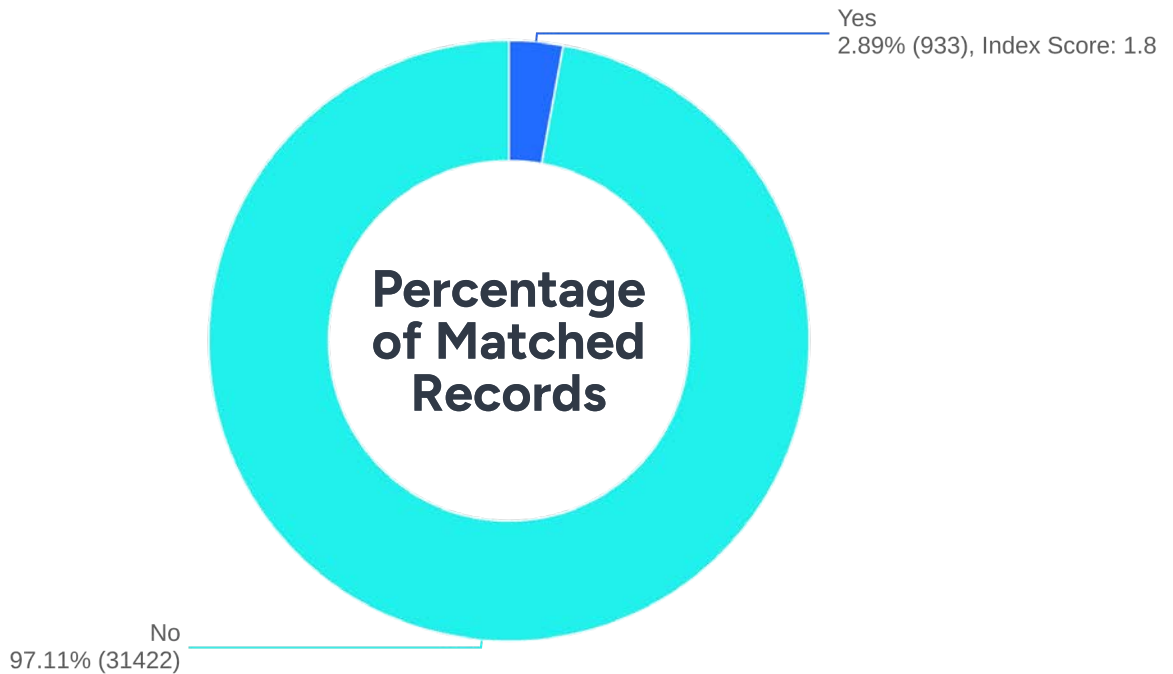
Presence of Children

Households where children ages 18 and under are present. Data is applied at the household level and is sourced from consumer surveys and public records.



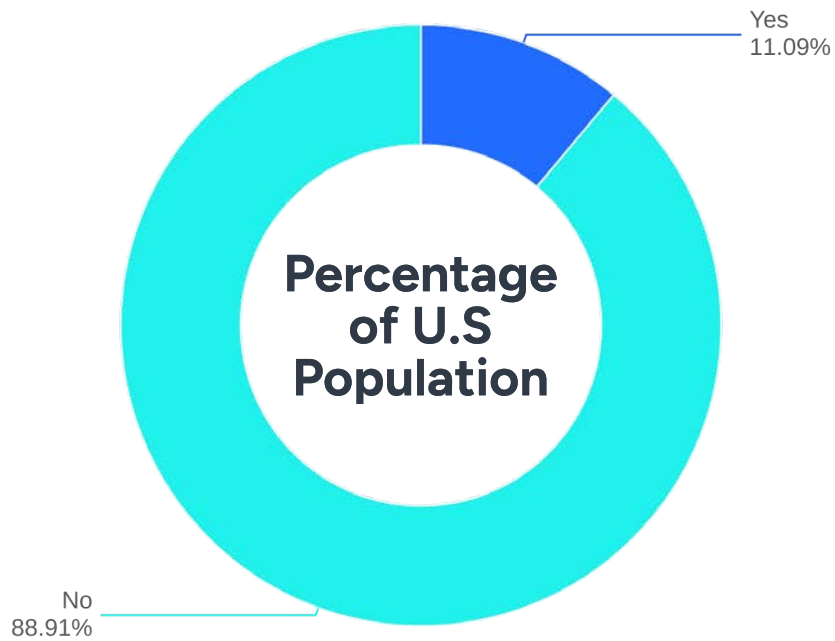
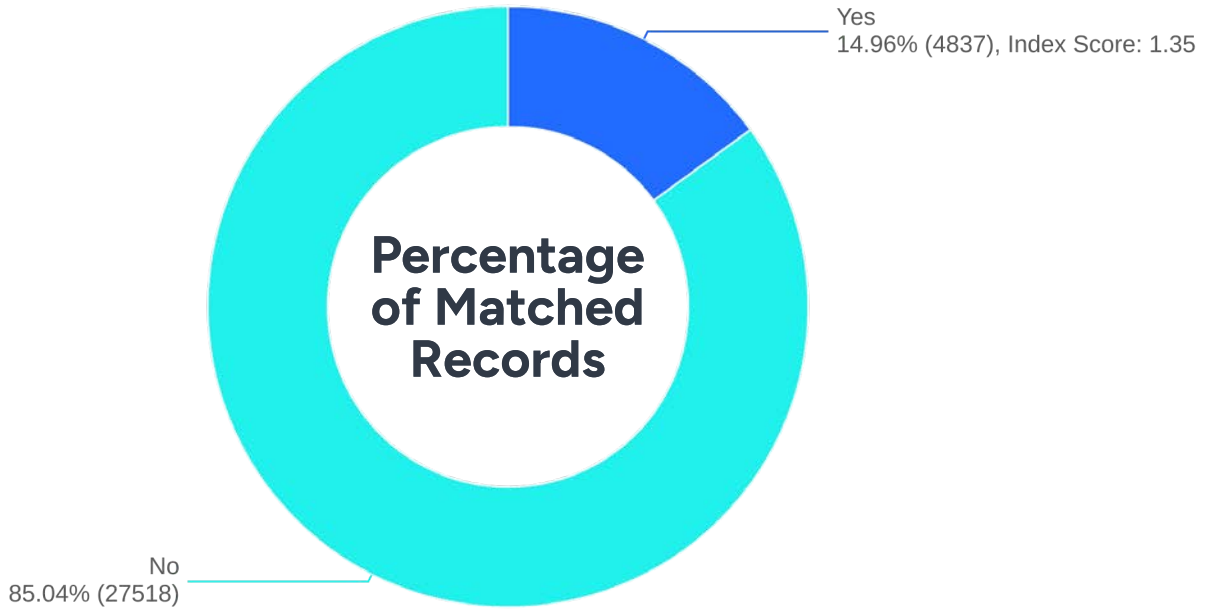
Residential Properties Owned

The number of residential properties owned by a given individual. Data is applied at the household level and is sourced from county assessor and county recorder records.



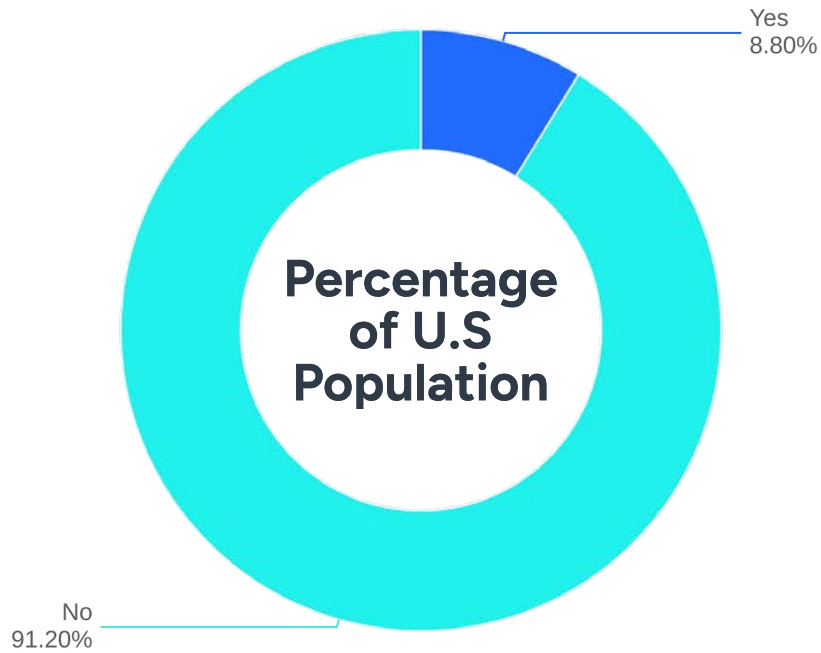
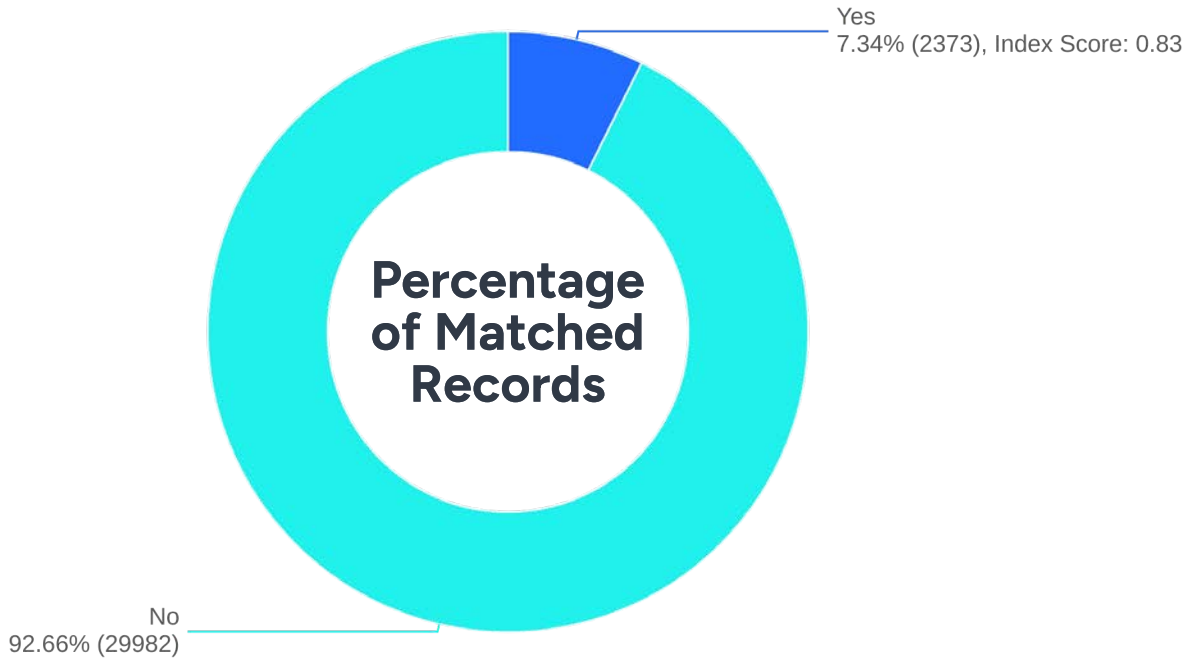
Truck Owner

The given individual owns a truck or pick-up truck. Data is applied at the individual level and is sourced from newsletters, magazine subscriptions, memberships, survey data, and transactional data.



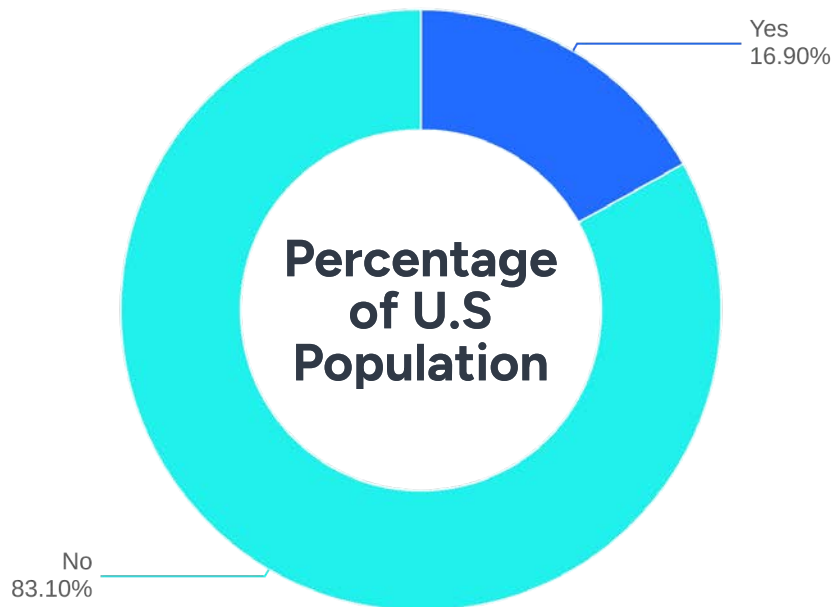
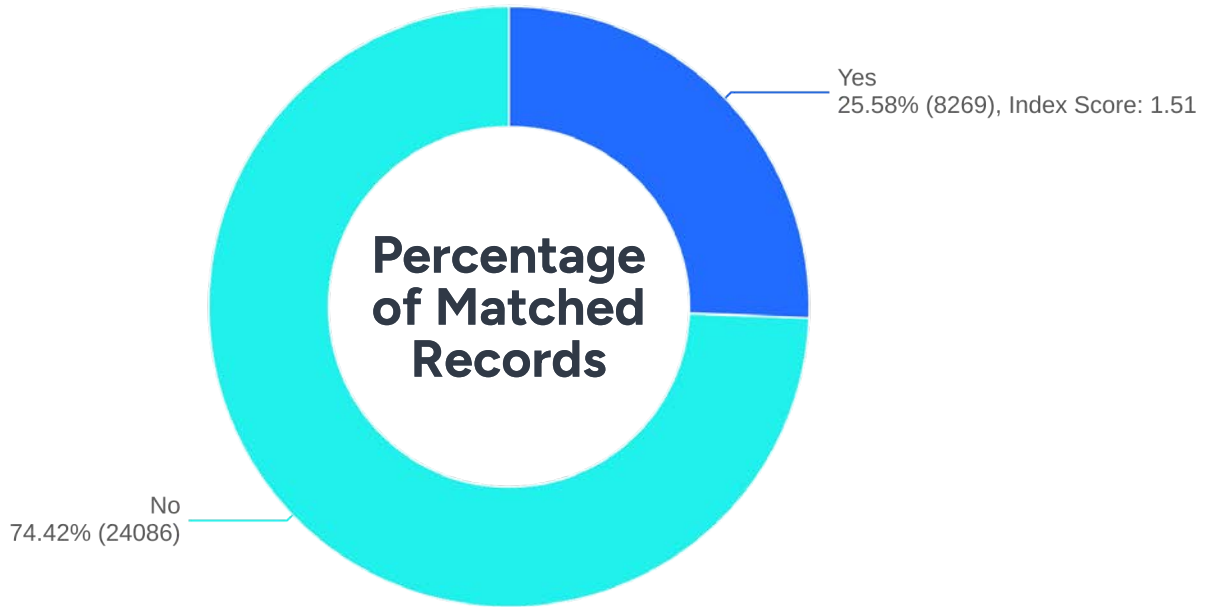
Veteran in Household

A veteran is present in the household. Data is applied at the household level and is sourced from self-reported sources, surveys, and transactional sources



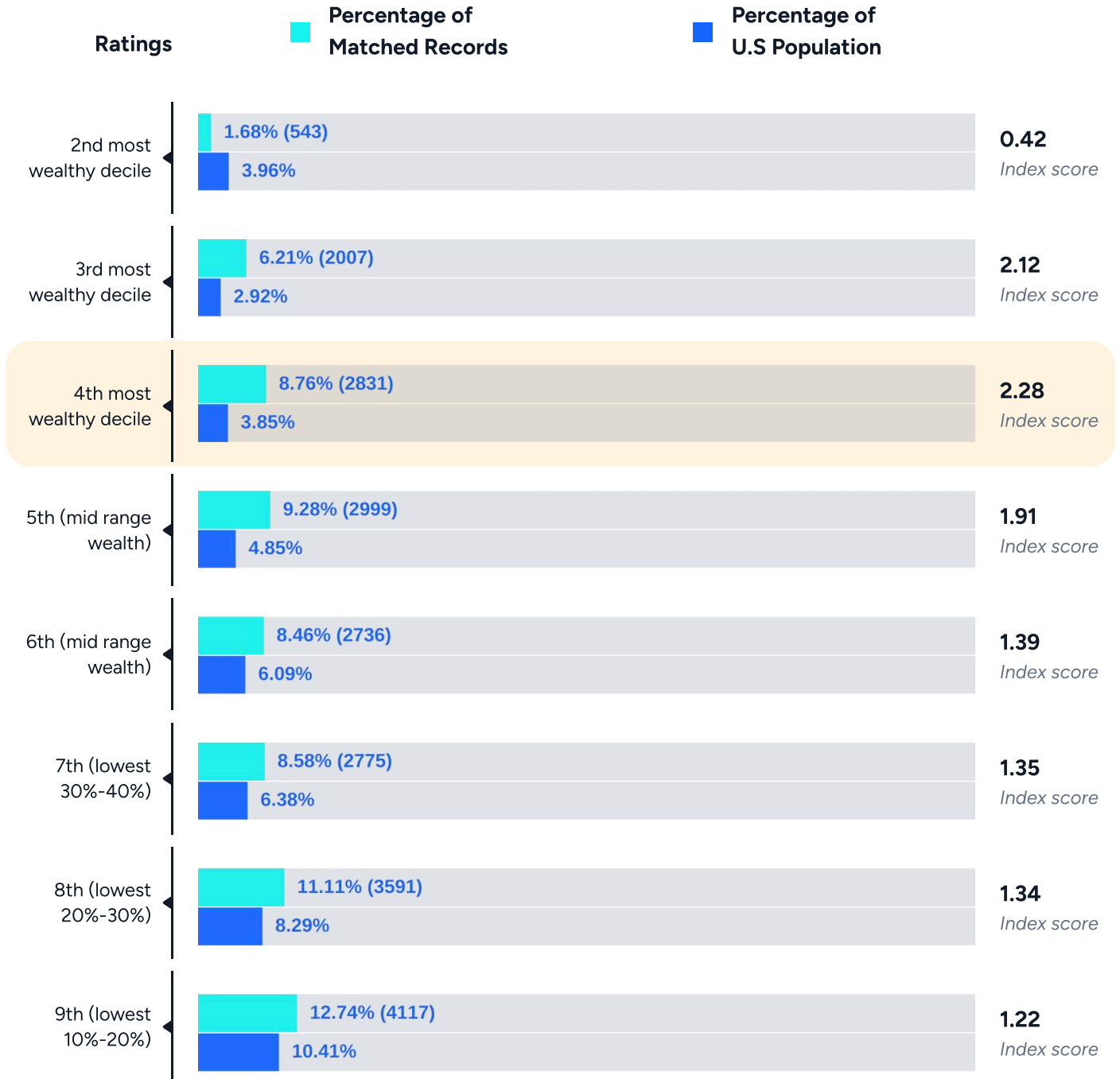
Registered Voter

The given individual is a registered voter. Data is applied at the individual level and is sourced from consumer surveys, poll and opinion research, and donations.



Wealth Rating

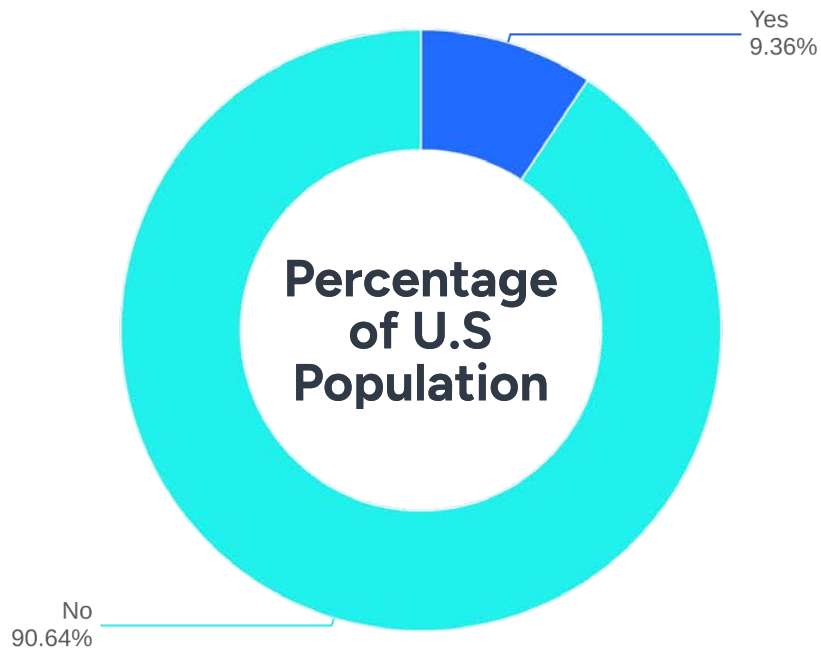
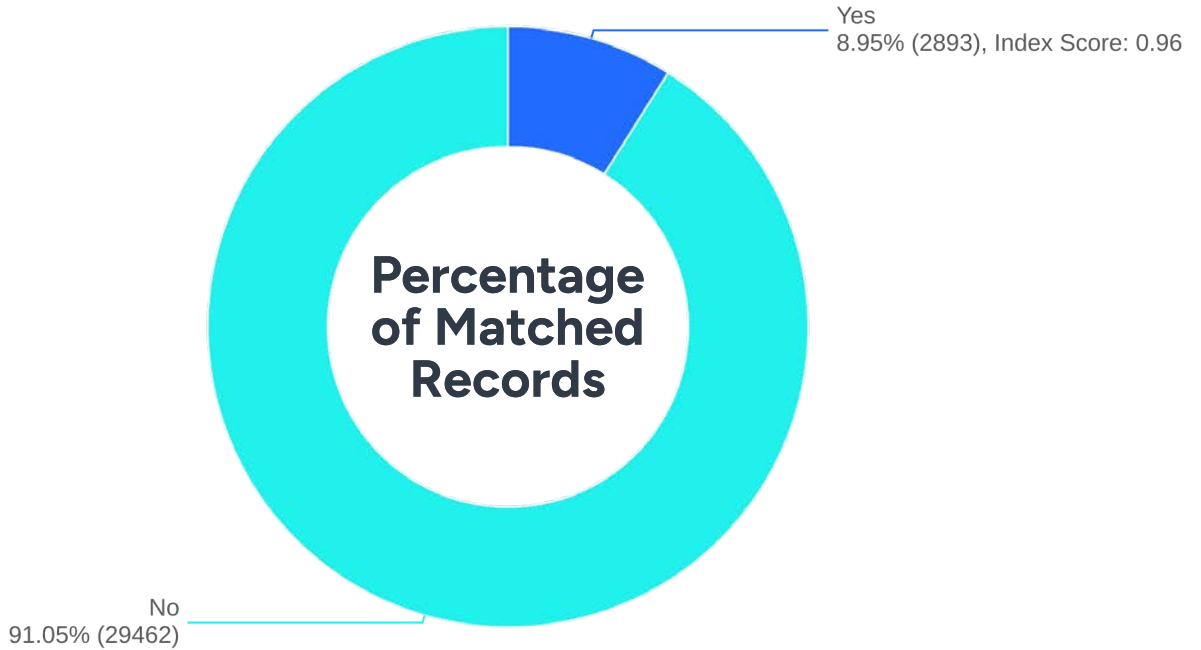
A decile-based rank for where a given household falls within estimated incomes in the U.S. Data is applied at the household level and is sourced from a predictive model using net worth, income, debt, and related attributes.



Data N/A for Ratings: 1st decile (top 10%), 10th decile (lowest 10%)

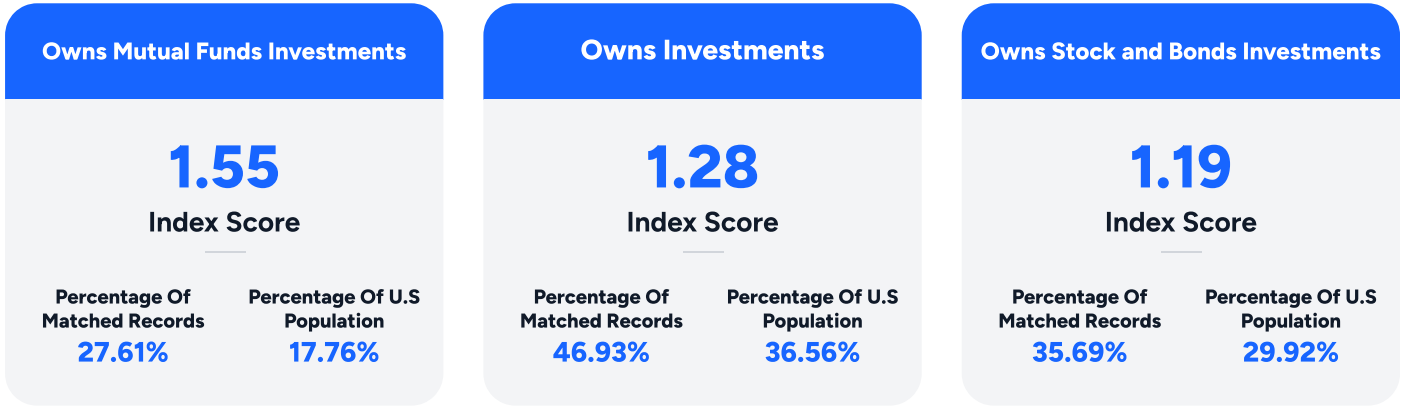
Elderly Parent

A senior age 65 or older is present; their adult child is identified as the primary decision maker. Data is applied at the household level and is sourced from buying activities, consumer surveys, and public records.



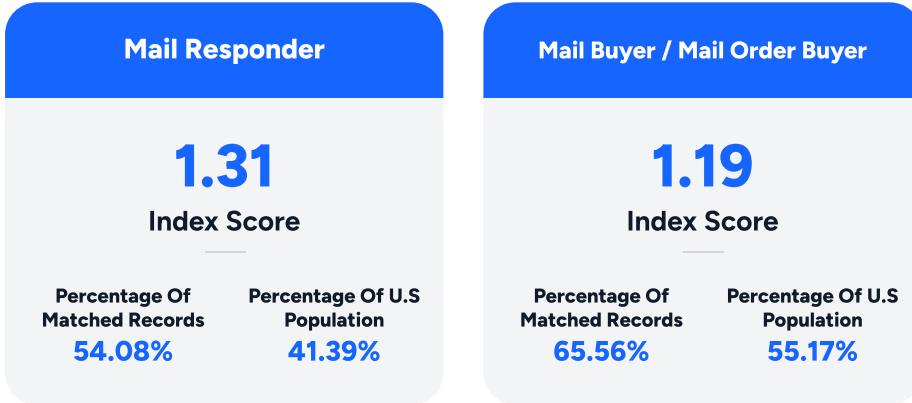
Investments

Hobbies and interests present in the household. Data is applied at the household level and is sourced from self-reported and transactional sources, surveys, subscriptions, and newsletters.



Direct Mail Responsive

Direct mail-related activities present in the household. Data is applied at the household level and is sourced from newsletters, magazine subscriptions, memberships, survey data, and transactional data.





Next Steps

Visit the Audience builder

Once you have familiarized yourself with the customer segments that are considered most significant, you can visit Deep Sync One's Audience Builder to create your own custom audiences using our proprietary data assets.

Explore Custom Segments

When a multidimensional audience including a variety of high-ranking audience segments is required, Deep Sync offers custom segments. Our team will work with you to identify your campaign goals and create an audience segment designed exclusively for your needs. In most cases, these audiences can be enabled on Facebook and TikTok or delivered to your destination of choice within 48 - 72 hours.

As always, if you have any questions regarding Customer Insights or the Deep Sync One platform, please contact a member of our team by emailing support@deepsync.com.