

LS Digital Unveils SynapseSync to Redefine Performance Marketing in a Privacy-First Era

SynapseSync is a secure platform that connects Meta and Google tools for smarter, end-to-end conversion tracking and better marketing ROI.

India, 05th November 2025 - LS Digital, one of India's leading integrated Digital Business Transformation (DBT) company has announced the launch of SynapseSync under the DataQuark vertical that helps brands achieve accurate, privacy-safe, and omnichannel conversion tracking.

Designed to bridge the growing data gap caused by fragmented user journeys, SynapseSync integrates **Meta's Conversion API (CAPI)** and **Google's Enhanced Conversions (EC)** into a single, secure on-premise product. The platform ensures that every customer action, whether online, in-app, or offline, is captured, unified, and shared with advertising platforms in real time for better campaign performance and ROI measurement.

The launch directly tackles what LS Digital terms the **'Pixel Problem'**, the continuous decay of conversion data caused by stricter global privacy policies and the complexities of cross-channel customer journeys. This pervasive signal loss severely blinds the AI learning capabilities of major ad platforms (Google and Meta), resulting in inaccurate targeting and a sharp decline in marketing ROI. By leveraging SynapseSync, LS Digital empowers brands to finally reclaim and unify ownership of their first-party data, ensuring the comprehensive, privacy-safe capture of every critical customer action, and delivering actionable, omnichannel insights that fuel demonstrably smarter marketing investments.

Key Features of SynapseSync:

- **Privacy-First Architecture:** Enables deployment within the brand's secure cloud environment, fully aligned with IT governance, VAPT protocols, and InfoSec standards—earning trust across geographies and industries.
- **Omnichannel Conversion Coverage:** Captures all signals from web, app, CRM, and in-store transactions, closing the loop between digital spend and physical sales.
- **Signal Loop Integrity:** Seamlessly retrieves lead form data, syncs with backend systems, and re-transmits conversion signals to platforms—ensuring a clean, closed-loop feedback cycle for accurate attribution.
- **Rapid Deployment:** Built for plug-and-play deployment in under three weeks, ensuring rapid readiness for major campaign periods.

The platform's impact is immediate and significant, brands routinely see 25–30% lower Customer Acquisition Costs (CAC) and a 10–28% increase in attributed conversions by feeding the highest-quality, verified data directly to ad platforms. This enhanced optimization capability also translates into a typical 2x to 3x uplift in Return on Ad Spend (ROAS), achieved through faster campaign learning cycles and precision targeting.

Speaking on this announcement, **Vinay Tamboli, CEO of DataQuark**, said, *"Marketers today are flying blind because traditional browser-based pixels can no longer capture the full picture of customer activity needed to power multi-million-dollar campaigns. In today's privacy-first world, building resilient data infrastructure is vital. Most available platform signalling connectors are in-adept to*

satisfy all privacy norms. SynapseSync provides a fortified, secure foundation that not only complies with evolving privacy laws but also transforms a brand's first-party data into a powerful, automated asset. The platform fuels smarter measurement and sustainable ROI, empowering leaders across BFSI, retail, and FMCG to make confident, data-driven decisions. “

Prasad Shejale, Founder and CEO of LS Digital, commented on the significance of the launch, *“The future of digital marketing is no longer about maximizing spend; it is about maximizing the quality and utility of your data. SynapseSync is the solution for the era of Digital Business Transformation (DBT). It moves enterprises beyond fragmented marketing measurement, offering a single, unified data stream that drives measurable business growth, ensures compliance, and fundamentally improves the profitability of every dollar spent on media.”*

As the industry transitions into a DPDP compliant landscape, 3rd party, fragmented and excel led integrations are no longer viable. Connectivity and compliance are rapidly becoming the new competitive edge. SynapseSync ensures brands can secure their conversion data, unify customer journeys across every touchpoint, and maximize ROI, making it the strategic foundation for winning the festive season and beyond.

About LS Digital:

LS Digital is a leading independent Digital Business Transformation (DBT) company, integrating the expertise of specialist, innovative entities: LS Digital, Langoor, f1studioz, DataQuark and Social Panga. Our comprehensive suite of services encompasses business consulting, activation, and transformation through a robust DBT solution framework; Media, Creative & Communication, Data & Insights, Technology & Innovation, UI/UX and CX/EX. Leveraging digital as a catalyst, they enable brands to holistically develop businesses across various platforms, ensuring exceptional brand experiences in a digital-first world.

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