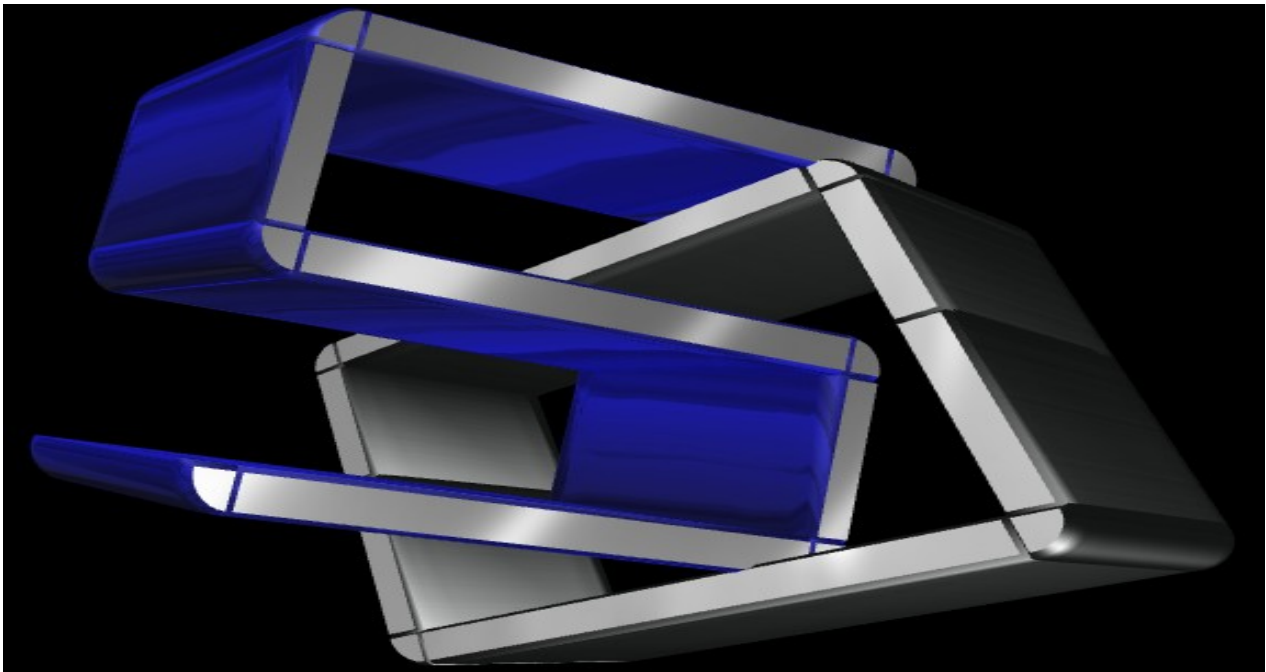




Synap On Assists Businesses to Grow Their Client Base Using the Best in AI Marketing Data and Branding

December 09, 2019

December 09, 2019 - PRESSADVANTAGE -

SynapOn, a company based in Houston, Texas, has revealed that they are in the business of helping their clients grow their client base by using the best in AI marketing data and branding. With the use of machine learning technology, they can offer a solution to the problem of businesses finding it hard to win clients, retain clients, and consistently grow. The key issue is that business brands are in a sea of many like brands competing for the same offer. That is where the machine learning technology of SynapOn can provide a solution. Their software would be able to identify those people who are currently shopping for the company's products or services. This precludes the need to place ads and merely hope that the targeted prospects will see the ads and happen to be searching for the company's products or services.

Justin Rogers, a representative for SynapOn, says, "With our AI software and social media ad campaigns, we will get our clients instant results. With our hybrid of technology and service, we track and report results in real-time. No more guessing games, we know what's working based on specific tracking parameters. To know more about our services, check us out on LinkedIn."

SynapOn offers various software services. These include; artificial intelligence (machine learning and B2B

and B2C site visitor identity resolution); geofencing; and press releases. Machine learning has to do with algorithms and statistical models that computer systems utilize in order to perform a particular task without people giving them explicit instructions but instead using patterns and inference.

The targeting data used by SynapOn makes use of three key technologies: behavioral tracking, identity resolution, and AI machine learning. The key philosophy used is that instead of attempting to reach out to the whole market, a brand will use target marketing to focus on the group of people who are currently looking for the brand's products or services. The system identifies who that person is along with several email addresses and multiple devices, such as laptops, iPad, smartphones, etc they use on a daily basis.

The machine learning system produces hash files instead of cookies. While cookies are owned by the platform, such as Google and Facebook, and exist only for a limited amount of time, hash files are owned by the brand and don't expire. This implies that hash files can allow brands to target their prospects anywhere, even offline. The software will also provide the company with sufficient information to allow the market team to reach out to them.

Meanwhile, the site visitor identity resolution service leverages the company's ability to get the identities of their best prospects, whether B2B or B2C. The system allows the company to reach out to them on all of the prospects' devices. And with the geofencing technology, companies would be able to target their best prospects' neighborhoods and even their competitors' clients. Geo-fencing is a location-based service that relies on GPS or RFID technology to produce a virtual geographic boundary, allowing the software to initiate a response whenever a mobile device enters or leaves a specific area. This allows businesses to target customers based on their location in relation to that of the business. This is particularly useful for business events or conferences.

And finally, SynapOn allows companies to boost their brand omnipresence with media relationships. Through SynapOn, brands will be seen by their target audiences on the channels they depend on. SynapOn's cloud delivers press release (PR) campaigns that are able to drive real business results, offering companies complete and transparent analytics to prove it. SynapOn's cloud allows a brand to easily target specific journalists and influencers to engage their target audiences individually.

Those who are interested in the AI and machine learning technology and other services provided by SynapOn can check out their website or contact them on the phone or through email. Justin Rogers says, "We encourage you to click to visit the website where you can learn more about the applications of AI technology for your business."

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For more information about SynapOn, contact the company here: [SynapOn](http://www.synapon.com) justin.rogers@synapon.com 7133289999 3510 Stoney Oak Drive, Houston TX 77068

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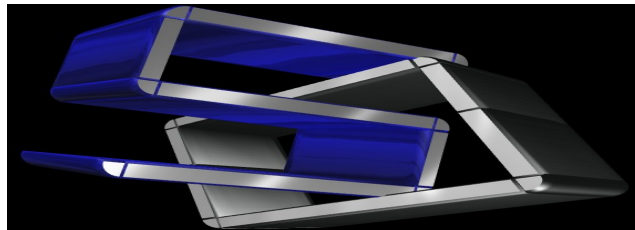
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