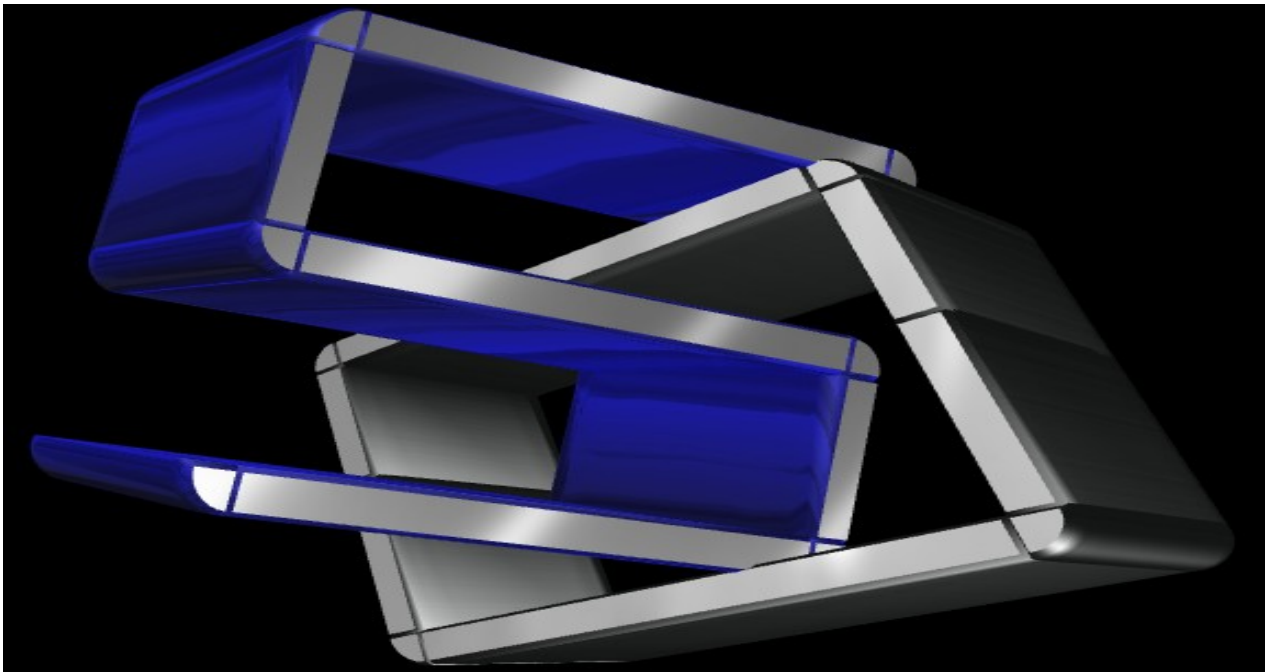




SynapOn Provides AI Marketing for Plastic Surgeons

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SynapOn, a business based in Houston, Texas, has announced that their AI software can be used for marketing the services of plastic surgeons. The company offers AI data technology and PR branding to help plastic surgeons grow their practice. They find people who are already looking for a plastic surgeon using three core technologies. These are behavioral tracking, identity resolution, and AI machine learning. This is a more cost-effective marketing strategy because it does away with the conventional method of attempting to reach out to the entire market. Instead, the technology is used to search for those people who are currently searching for the service.

Justin Rogers, a spokesperson for SynapOn, says, "Our strategy is to break a large market into smaller segments to concentrate on a specific group of customers within that audience. Machine learning technology is used to define a segment of customers based on their unique characteristics and focuses solely on serving them. To know more about how this kind of technology can help your practice, check us out on LinkedIn."

Machine learning technology is used because it is the most effective method for identifying people who are searching for a plastic surgeon. It employs data analysis to automate analytical model building. This is a branch of artificial intelligence (AI) based on the concept that computer systems can learn from data by identifying patterns and make decisions with minimal human intervention.

For example, machine learning technology can determine the identity of a person across several devices and various email addresses. A record of that particular person is made and this is in the form of hash files, which are permanent, unlike the cookies used by websites. The advantage is that plastic surgeons would be able to focus on these prospects anywhere, using various online ad platforms, including offline ads.

When these hash files are uploaded to a platform like Facebook or Google, they can be used to create targeting audiences that look like the people defined in the hash files. The result is that the platforms would look for more people who exhibit the kind of behavior defined in the hash files. The strategy is for the machine learning software to gather the information that defines the perfect client for a practice, generate the hash files, and the data can be run through Google ads and Facebook ads that direct people to the plastic surgeon's website.

Specifically, SynapOn provides various software services: machine learning, site visitor, geo-fencing, and press releases. The features of the machine learning service have already been discussed above. The site visitor service makes use of the information from the machine learning service that identifies the best prospects for the practice, and reaches out to them. Geo-fencing is a location-based service that makes use of GPS or RFID technology to allow the practice to target prospects based on their location. For instance, if they are in a particular location, ads can be sent to their mobile devices that can guide them to pay a visit the plastic surgeon's office if they are within the vicinity.

And lastly, SynapOn offers press release (PR) campaigns allowing practices to be seen by their target audiences on the channels they often frequent. This will boost the omnipresence of the practice's brand in various media channels. These campaigns are capable of providing genuine business results and clients are able to see for themselves how effective they are through transparent analytics. SynapOn's system allows practices to focus on certain journalists and influencers to spread the word particularly to their target audiences that have been previously identified through AI or machine learning technology.

Plastic surgeons and other healthcare professionals who would like to know more about the AI and machine learning technology and other services offered by SynapOn can visit their website or contact them through the telephone or via email. Justin Rogers says, "We suggest that you click to visit the website to better understand how we can help your practice."

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

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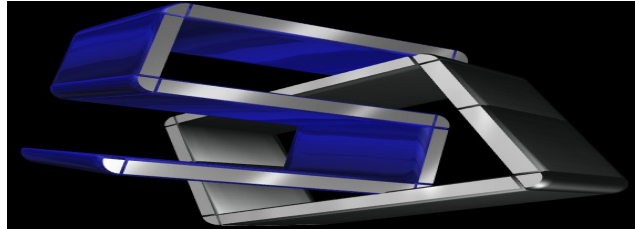
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