#1 Commercial Lender Leads with Machine Learning

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Houston, TX-based SynapOn is pleased to announce that commercial funding providers in search of machine software learning aimed at identifying who is looking for commercial financing have begun making use of SynapOn: AI Technology for Business Development. The software is great at identifying and determining exactly who is searching for a commercial loan or lending product, helping dozens of entrepreneurs grow their businesses, and SynapOn is constantly looking for ways in which to improve the software.

?Synaptic data finds and identifies buyers engagement,? says SynapOn?s site. ?Find clients who are looking to buy from you now. Close more deals with fat profit margins using our exclusive AI-powered data technology platform.?

Businesses employ thousands of tactics to increase profits and widen their customer base. Many choose to work with vendors or outsource providers whose only concern is fulfilling their obligations and then leaving the rest of the process to the business. This usually benefits one party more than it does the other, with the vendors and outsource providers being more interested in simply getting paid than in increasing profits for their clients. SynapOn does not believe in these tactics?they believe in creating, following and sticking to an effective, well thought out strategy.

?This is why we built SynapOn,? the company says. ?We grow our company when our clients run successful campaigns within our platform. So, if you don?t sign your own clients and you don?t grow, neither do we. That?s how we ensure that there can never be any doubt that our interests are in alignment and that we care about increasing your profits as much as you do.?

All businesses experience the same issues and share more or less the same goals: they want to sign and retain clients while also growing consistently. This includes commercial financiers who often find it difficult to identify who might be interested in their services. With SynapOn, this ceases to be a problem. SynapOn?s machine learning allows companies that use it to predictably and consistently produce higher profits than their competitors. As SynapOn says, ?Our software identifies clients who are shopping for your products or services now. No more placing ads and hoping the ones you reach happen to be looking for your products or services.?

Being able to market to one?s intended audience directly can make a world of difference from marketing to the masses. SynapOn makes it possible to identify who is interested in a particular business?s services, which in turn makes it possible to decide who to market to and how to do so. Doing this instead of throwing ads at the wider public and hoping someone sees it helps ensure that potential leads turn into something worthwhile more often than not.

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The company is currently run by CEO Justin Rogers, a former member of the US Navy and an experienced digital marketer with years of experience helping businesses grow and increase profit using machine learning. Read about him here: Justin Rogers - Chief Executive Officer - SynapOn | LinkedIn.

SynapOn also offers a variety of other services aimed at helping businesses identify ways in which they can grow and taking advantage of them. Their site visitor software, for example, can help businesses d what their potential customers are interested in. ?People have already ?shopped? by visiting your website. It turns anonymous visitors into a real person that you can identify and reach wherever they go,? says the company.

Another of the company?s services is geofencing. Using GPS or RFID technology, SynapOn can create a virtual geographic boundary that allows the software to trigger a response when a device enters or leaves a particular area. This allows businesses to target certain clients and find where their best prospects might be, geographically speaking. ?Location data is proven to boost the effectiveness of marketing campaigns by up to 80%,? SynapOn says. ?This has a lot to do with relevance. Geomarketing lets you take relevance and personalization to the next level by marketing to your customers based on a combination of historical visitation behavior and where they are now.?

Read about how machine learning can help businesses with lead generation here: How To Use Machine Learning For Lead Generation ... H. One can also get in touch with the company or learn more about their many services at their website and other online resources. Interested parties may reach out to Justin Rogers to follow up on any further inquiries as well.

For more information about SynapOn, contact the company here:

Justin Rogers
713.328.9999

Visit SynapOn's Website

justin.rogers@synapon.com

3510 Stoney Oak Drive, Houston TX 77068

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SynapOn

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Website: http://www.synapon.com

Email: justin.rogers@synapon.com

Phone: 7133289999