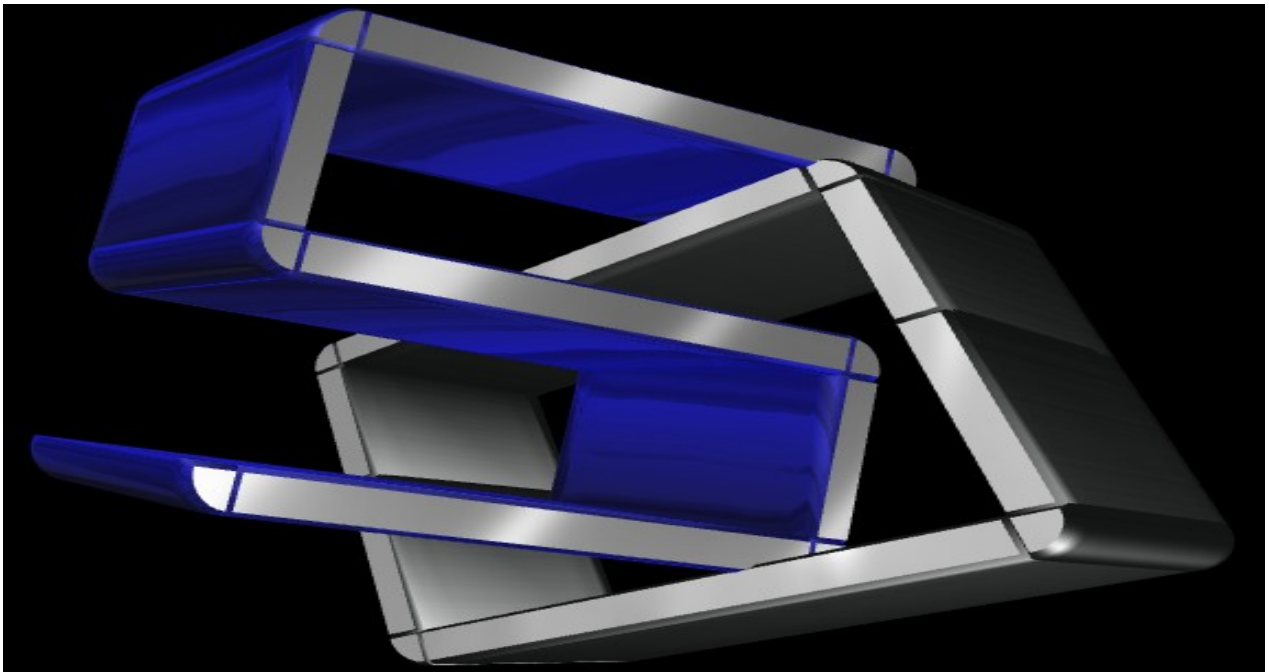




SynapOn: Thrive With Digital Marketing With The Help Of SynapOn?s B2B And B2C Site Visitor Identity Resolution

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Houston, Texas-based SynapOn is proud to announce that their site visitor matching software is specially designed to identify website visitors on a more personal level. The company explains that they are able to identify both B2B and B2C entities, unlike other similar service providers who can only identify B2B. This makes SynapOn capable of directly marketing to the person who was browsing their website. SynapOn also points out that their user matching algorithm is more involved than simply identifying the company from which the site visitor came from.

As noted on the company's website, B2B and B2C Site Visitor Identity Resolution - SynapOn is a simple but powerful service that leverages its ability to capture the identities of prospective clients for both B2B and B2C. Justin Rogers from SynapOn explains that the service can resolve the identity of as many as 50% of visitors to any website since their database currently stores the privacy-protected identities of an estimated 200 million US adults, including 2.5 Device IDs and 2.6 email addresses per person.

?In general, our software helps business owners not only monitor real-time activities on their website but also

identify if a particular person or company visits their website. It also enables businesses to track leads, evaluate them, and directly follow up with them," says Rogers. He explains that SynapOn's Identity Resolution Technology is capable of resolving the identity of web visitors and converting them into a permanent and portable record. By installing SynapOn's SmartPixel on a website, the software collects and converts the information into a privacy protected file called a cryptographic hash. Unlike temporary cookies, a cryptographic hash lasts virtually forever.

"You can access the hash anytime you want to retarget visitors across any ad platform. This can help you to monetize crucial first-hand data in ways no other business can. By knowing who your target audience is, you can better market your products and services to website visitors who have a very high likelihood to convert into actual sales," says Rogers. In addition, he states that once the software is loaded into any website, it gives the site's administrators enough information to allow them to connect with the site visitors through social media and direct mail. Furthermore, he points out that the software can help business owners segment traffic, decide on better ad placements, and create behavioral lookalikes to find more prospective clients.

SynapOn utilizes AI software and social media campaigns to deliver instant results to their clients. In addition to Site Visitor Identity Resolution, they also provide a hybrid of AI technology and traditional marketing strategies to help businesses reach their goals. These include AI Machine Learning, Geo-Fencing, and Press Release publishing.

AI Machine Learning is an effective marketing strategy where a specific target market is identified so businesses can solely focus on serving them. A large market is broken down into smaller groups to find people who are looking for specific products and services. SynapOn utilizes AI Machine Learning for analyzing data, identifying patterns, and making decisions with minimal human intervention.

Meanwhile, Geo-Fencing is a great way to target prospective clients within a specific region. It is a location-based service that businesses use to engage their audience by sending relevant messages to smartphone users who enter a predefined location or geographic area. In fact, location data is proven to improve the effectiveness of marketing campaigns by up to 80% since the right information is sent to consumers at the right place and time.

Lastly, Press Release publishing is an effective way for businesses to organically create an online presence. "SynapOn delivers you PR campaigns that drive real business results and give you complete and transparent analytics to prove it. Our cloud allows you to easily target the perfect journalists and influencers to engage audiences individually and at scale, delivering the true value of earned media," says Roger.

Complete details about SynapOn's software and services can be found on the company's website. They are one of the leading AI Software Providers and Press Release Publishers in the greater Texas area that help businesses effectively run their digital advertising and online marketing campaigns. Interested parties may connect with Justin Rogers - Chief Executive Officer - SynapOn | LinkedIn to learn more about SynapOn's software and services.

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

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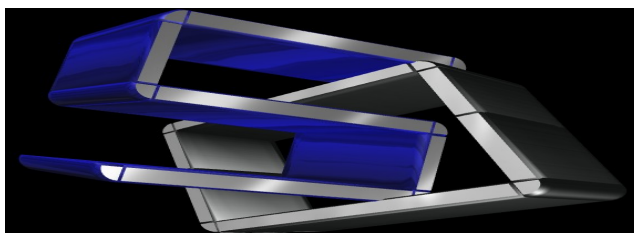
Synaptic Data Finds and Identifies Buyers Engagement

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