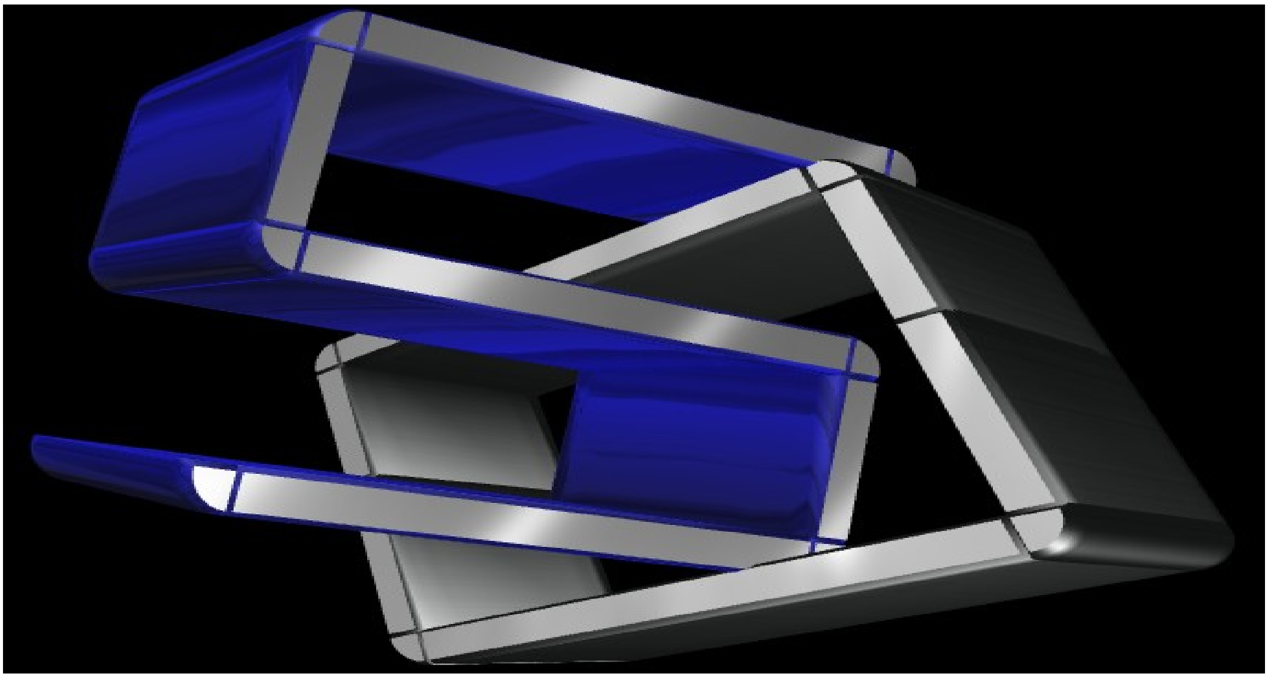

Digital Marketing Houston TX Firm Helps Commercial Lenders Generate Leads with Machine Learning Technology

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SynapOn: AI Technology for Business Development, a digital marketing firm based in Houston, Texas, has announced that their services can help commercial lenders generate leads using machine learning technology. This technology is used to break a large market into smaller segments so that companies can focus on a particular group of customers within that audience. Machine learning technology takes note of the unique characteristics of this group of people to identify this group and focus on serving their needs. The result is that machine learning, which is a part of artificial intelligence (AI) technology, allows the client to find those people who are looking for their product or service.

Justin Rogers, CEO of SynapOn, says, ?Our targeting data actually makes use of three core technologies. These are behavioral tracking, identity resolution, and AI machine learning. What these advanced technologies can provide is direct targeting of people who are in the market and looking for the service being provided by the client. For instance, using these technologies, commercial lenders would be able to directly focus their marketing efforts on those people who are already looking for financial assistance for their business.?

With the SynapOn technology, commercial lenders need not exert their marketing efforts on the whole market. They can save marketing time and money by focusing only on the group of people who are already searching for the service that they provide. Machine learning is a method of data analysis that automates the generation of the analytical model. This is a branch of AI that is based on the concept that systems are capable of learning from data, identify certain patterns, and make decisions with hardly any human intervention.

The AI machine learning technology works by identifying a person across various devices, such as an iPhone, laptop, iPad, smartphone, etc., and across various email addresses. It creates a record of that particular prospect and this record is in the form of a hash file. Since hash files are owned by the person using the technology, they don?t expire like cookies, which are owned by Google or Facebook. These hash files can be utilized to create behavioral look-alike audiences. And when these hash files are uploaded to a platform like Facebook or Google, they can produce targeting audiences that look like the people defined in those hash files. And because the hash file also represents the behavior of these people, the platforms will be able to find more people with the same kind of behavior.

After the machine learning software has collected the information regarding the commercial lenders? perfect client, they will know everything about this particular group of people and would be able to reach them any way they would like. The information collected by the software will usually include email addresses, social media sites, and other similar information, allowing commercial lenders to reach out to them in the manner that they prefer.

Also, the data in the hash files can be run through Google ads and Facebook ads and lead them to the commercial lender?s web page or landing page. Those people who have shown an interest in the services offered by commercial lenders are urged to visit the commercial lender?s page. Furthermore, the data list generated by the SynapOn machine learning software can eliminate fake/bots fraud clicks because the marketing effort will only be directed towards a live person.

SynapOn also offers its Site Visitor service, which leverages the clients? ability to capture the identities of their best prospects, whether B2B or B2C, and the products and services that they are currently shopping for. This service is able to identify those people who have already searched the client?s site and allows the client to instantly see what these people are doing on the site in real-time. This will help clients track leads, assess them, and follow up with them.

Those who are interested in the lead generation services can check out the Justin Rogers - Chief Executive

Officer - SynapOn | LinkedIn page, or the SynapOn website. They may also contact the company through the telephone or via email.

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SynapOn

Synaptic Data Finds and Identifies Buyers Engagement
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