

# Private Audience Targeting

## Publisher Programs



### Legendary Audience Monetization Through Bizographic Targeting

You already understand the value of segmenting your web audience for advertisers. Simply put, advertisers will pay more if you can target and deliver their ads to the right business audiences on your web properties. What if you could deliver, at scale, their ads to just Fortune 500 Execs - or SMB sales and marketing managers or - CFOs in Healthcare?

**Bizo Private Audience Targeting** enables publishers to segment their audience by business demographics (**e.g., industry, job function, seniority, company size**) and up-sell their advertisers with the ability to target high-value ads to specific business demographic - or "bizographic" - segments.

### Unlock the Value of Your Audience...at Scale

The key to maximizing our audience monetization opportunities through targeting is scale. Most business publishers understand their audience at a high-level, but to drive additional revenue, you need real-time target/segment data at the "decision point", i.e. when you are ready to serve an ad.

Bizo anonymously tracks the bizographics of over **120 million professionals**; which means we've got you covered. By overlaying Bizo data across your website audience, you can achieve the scale you need in a broad range of high-value target segments.

### Arm Your Sales Team with a Compelling Upsell Opportunity

Bizographic targeting delivers high value to advertisers and provides a potential upsell opportunity for your sales team. Bizo can make every customer conversation even more compelling by enabling your reps to deliver the value of pinpoint audience targeting and improve campaign ROI for your advertisers.

### Who is Bizo and how is it Unique from Other Data Providers?

Bizo's bizographic targeting and premium business focus set us apart from all other networks. Bizo tends to be a higher cost, higher value network. Bizo is unique in that it: a) focuses entirely on B2B data, b) reaches more business professionals with greater segment granularity, than any other provider, and c) is audited and certified by the Business Publishers Association (BPA).

**Bizo's targeting capabilities have enabled advertisers for the first time to directly reach specific groups within that user base, in turn yielding significantly higher revenue for Plaxo**

— Peter Lester, VP of Business Development, Plaxo

### Bizo Data Targeting, Your Way

Bizo's online business audience data can be integrated into your site and serving platform via multiple methods:

- Leverage Bizo's robust direct API
- Bizo Data is integrated into Google's DFP
- Bizo is connected to all major DMPs, Ad Networks and Data Exchanges.



**The Bizo platform and business audience data have been audited by BPA Worldwide**

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### How Does Bizo Collect Data?

Bizo has developed the industry leading technology platform for gathering and organizing vast amounts of non-personally identifiable information (non-PII). **Bizo data is collected from a network of 4,200+** data provider partners via 5 different sources: a) Registration Data; b) Data Specific to Partners; c) Off-line Business Databases; d) Encrypted Email Addresses; e) IP Data.



### Is Bizo Data Accurate and Up-To-Date?

Yes. Bizo's leading edge platform combines best-in-class data optimization techniques including data scoring algorithms, machine learning and human oversight to provide the highest quality, best performing business audience targeting data available. Data is refreshed constantly as cookies change due to browsing patterns of business professionals. Bizo removes cookies from the data segments that haven't been refreshed in six months and more than 96% of Bizo cookies have been refreshed in the last 60 days.

### Who are Some of the Larger Advertisers that Have Had Success with Bizo?

Bizo has won the confidence of **more than 600 leading brands** including Amex, Mercedes Benz, Monster, Salesforce.com, Microsoft, AT&T, UPS and many more who use Bizo to exert inordinate influence and effectively target their online marketing programs to the business professional audience.

### Are there privacy issues or concerns?

No. Bizo takes privacy issues very seriously and in short, all Bizo data is and by design, non-personally identifiable. Bizo is fully compliant with all government as well as industry self-regulatory requirements with respect to personal information privacy including but not limited to open, editable, opt-out cookies. In addition, Bizo does not provide any personal information to partners or marketers at any time, including when you interact with or view a targeted advertisement.

### What Types of Sales and Marketing Support does Bizo Provide to it's Partners?

We provide extensive sales support including: sales training, RFP assistance, dedicated email support, customizable presentations and more. We also encourage joint marketing initiatives like webinars, events, joint collateral, blog posts and website marketing. In addition to live resources, we have designed a site to help Bizo partners quickly access the resources they need to position Bizo targeting capabilities with clients.

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### Learn More...

To learn more about how Bizo can help take your digital media strategy to the next level, visit [www.bizo.com/publisher](http://www.bizo.com/publisher) or contact Chris Conforti at [cconforti@bizo.com](mailto:cconforti@bizo.com) or 646-412-5708.

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