



A CLOSER LOOK AT THE BIZO AUDIENCE

Given the high relative education and affluence level of business professional audiences, it's not surprising that separate studies by Aperture and comScore revealed Bizo's audience to be among the most highly desirable and motivated consumer segments online. Indeed these research studies confirmed that Bizo audiences are:



BUSINESS AUDIENCE

WEALTHY

Bizo's **Executive** Audience index at 135 for \$100K+ HHI

SEEKING PURCHASE INFORMATION

For example, Bizo's **Engineering** audience is **1,308%** more likely to visit *Training & Education* sites; Bizo's **Marketing** audience is **321%** more likely to visit *Hotel & Resorts* sites.



HIGH NET WORTH AUDIENCE

MAKING PURCHASE DECISIONS

For example, Bizo's **Manufacturing** audience is **912%** more likely to buy *Shipping Services* online; Bizo's **Financial Business Professional** audience is **498%** more likely to buy *Mobile Phones and Plans* online; Bizo's **Executive** audience is **436%** more likely to make *Hotel Reservations* online; Bizo's **Mid-Management** audience is **269%** more likely to purchase *Air Travel* online.

LEARN MORE

To find out even more about how certain Bizo audiences spend time on the web visit <http://comscore.bizo.com/> and use the comScore-Bizo Explorer tool to bring to life the comScore-Bizo Index, which indexes Bizo's business audience segments with comScore's US online consumer behavior database.

CONTACT US

For partner sales inquiries contact Patrick O'Brien at patrick@bizo.com. For partner marketing inquiries contact Tara DeZao at tara@bizo.com.

