Bizo's Business Audience Network

Reach & Engage Business Professionals Across the Business Web

bizo

Business Audience Marketing

Bizo's Audience Marketing Platform is powered by targetable business demographic data on over **120 million business professionals**, here are some important statistics on our business audience network:

- We have the largest network of publishers of business news, technology, industry, professional, and other publishing sites across the business Web.

- This audience network reaches **more than 90% of the US business population**, giving marketers cost- effective access to the most valuable online audience segment – business professionals.

- Available **impressions** in Business Audience Exchange **ranges from 250MM to 500MM per month.**

On average, the marketers who advertise across Bizo's business audience network achieve a **2x-10x** higher action rate than any other network.

Ad campaigns in context makes the difference

Putting a marketer's brand and message in context of relevant business content gets results. On average, the marketers who advertise across Bizo's network achieve a **2x-10x higher action rate** than any other network. Simply put, business people that come across a display ad in context of the business information they consume are more likely to respond, and take action.

appnexus

Defining the business web

Since the websites frequented by business people vary based on their profession, industry, and general interests, Bizo has built out the world's largest and most diverse network of business publishers with web content geared to most of the high value business audience segments that marketers covet. Some of the business publisher **website categories** in the Bizo Network include:

Advertising & Marketing	Internet & Telecom
Agriculture & Forestry	Law & Government
Arts & Entertainment	News
Automotive Industry	Online Communities
Business & Industry	Opportunities
Computers & Electronics	Printing & Publishing
Education	Public Safety
Energy & Utilities	Real Estate
Engineering & Technology	Reference & Language
Finance	Science
Food & Drink	Small Business
Health	Transportation & Logistics
Hospitality Industry	Travel

To Learn More...

To learn more about precise business audience marketing through Bizo, visit **www.bizo.com**, or contact Patrick O'Brien at **patrick@bizo.com** or **781-883-7757.**

To access BAX inventory on AppNexus **contact your AppNexus account manager.**

Who does our network reach?

The Bizo network provides cost-effective, precision access to the world's largest online business audience. Here is the scale of **just a few of the high value segments** that can be reached through our our network:

- 10.8M **Executives** and 1.8M **C-Suite Execs**

- 6.3M **IT**, 9.2M **Finance**, and 3M **Marketing Professionals**

- 13.9M **Professionals in SMBs** (21-500 person) and 6M in the **Fortune 500**

- 37.5M in **Micro** (1-20 person) companies

Brand safety assured

More than 750 advertisers trust their brands to Bizo. And, Bizo deploys multiple safe-guards to keep their brands safe and secure. Towards this end, Bizo:

- Maintains a **default blacklist** of known domains which consists of over 14,000 (and growing) that we block across all campaigns

- Only runs on select **IAB content categories**

- Uses **AdXpose** and **DoubleVerify** to alert and block any impression that does not meet our brand safety or content category guidelines

- Leverages **Proximic Brand Safety** url specific contextual segments to prevent our ads from serving on inappropriate pages

- Uses **AppNexus** built-in **inventory quality controls** to manage serving to pages with sensitive attributes (IASH).

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For a list of the publishers that comprise our Business Audeince network please contact us at partners@bizo.com.

Publisher Site Targeting?

Our platform does not enable advertisers to target sites directly. If an advertiser would like to reach audiences on a specifc site, we would be happy to facilitate an introduction to any of the world-class business publishers that have partnered with Bizo.