

About Bizo

Reaching Business Audiences Online



Bizo is how B2B marketers identify and reach their target audiences online. Bizo's 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:

- Our platform is fueled by data from 4,200+ publishers of business news, technology, industry, professional, and other publishing sites across the business web.
- This audience network reaches more than 85% of the US business population, giving marketers cost-effective access to the most valuable online audience segment – business professionals.

Who does Bizo reach?

The Bizo platform 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:

- 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



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's audiences are wealthy, seeking purchase information and making purchasing decisions.

To Learn More...

To learn more about Bizo Company Targeting and reaching targeted business audiences through Bizo, visit **www.bizo.com**.

Contact

For sales and general inquiries contact Patrick O'Brien at patrick@bizo.com.

For marketing inquiries contact Tara DeZao at tara@bizo.com.

Over 600 Leading Brands Trust Bizo

Bizo is how marketers reach and engage business professionals, wherever they travel across the business Web. Hundreds of leading brands including AMEX, Monster, Jaguar, Microsoft, and Salesforce.com count on the Bizo Marketing Platform to reach, educate and influence their target business audiences online.