

Data Provider Program

Publisher Programs



Monetize Your Web Site Audience - Even After They Leave Your Site

Hundreds of top brands count on Bizo's third-party certified marketing platform to measure, reach, engage, and convert their targeted business audiences online. These advertisers look to Bizo to **precisely target the high value audiences** they covet by specific business demographics or "bizographics" including company size, industry, job function, seniority, and more.

Join thousands of participating publishers who earn "found money" every day by monetizing their audience data through Bizo. Publishers participating in the **Bizo Data Provider Program** share in revenues earned when their anonymous audience data is used for bizographic targeting via Bizo's Platform.

Your Anonymous Bizographics are the Key

At the core of the Bizo Marketing Platform is online business audience data - specifically rich, **anonymous** bizographic data on over 120 million business professionals. By contributing **non-personally identifiable information** (non-PII), participating Data Provider partners are paid a share of the advertising revenue whenever their non- PII data is used for bizographic targeting. In essence, Data Providers earn revenue each time their data is used to fill unsold inventory - anywhere across the Bizo network.

Third-party Validated

Bizo is the first and **only third-party certified online business audience data provider**. Based on a rigorous audit that included validation of Bizo's systems, procedures, and data collection methods, BPA Worldwide (www.bpaww.com) has certified our platform and the underlying "bizographic" data that powers it, as a valid and non-personally identifiable source of business audience data.

About Bizo

Bizo can help you take your digital strategy to the next level by helping you create value in entirely new ways for your advertising clients while helping you discover new revenue streams. Join our network of over 4200 business publishers who have already turned to Bizo to better monetize their audiences both on and off-site.

“We pride ourselves on providing keen business content and creating solid opportunities for marketers to reach important decision makers. Bizo has taken this commitment to new levels of innovation and access while increasing our revenue opportunities”

— Brian DeWeese, VP Publisher Relations, FinancialContent



Publishers that participate in Bizo's Data Provider Program earn money whenever their data is used for bizographic targeting



Bizo platform and business audience data has been audited by BPA Worldwide

To Learn More

To learn more about how Bizo can help take your digital media strategy to the next level, visit www.bizo.com, email bizdev@bizo.com or call us at **1-866-497-5505**.