

# Inventory Provider Program

## Publisher Programs



## Get the Value You Deserve for Your Unsold Inventory

Advertisers count on Bizo to put their ads, messages, and brand in front of high value business audiences. Bizo's ability to deliver **precisely targeted ads** means higher conversion rates and higher campaign ROI for advertisers – and a significant revenue opportunity for publishers.

The **Bizo Inventory Provider Program** enables publishers to earn more for their unsold ad inventory. Since advertisers look to Bizo to target prospects by specific business demographics or “bizographics” (e.g., industry, company size, job function, seniority), **we're able to sell your secondary ad inventory at 2-3x higher CPMs** than anyone else.

## Create a New Revenue Stream

Bizo can help you **turn remnant inventory into remarkably targetable inventory** that sells at a premium. Ads delivered over Bizo's Marketing Platform & Ad Network are audience targeted, not site targeted. Therefore, the revenues you earn through Bizo are always incremental and non-competitive with your direct sales effort.

## 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](http://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.

“Bizo gives us more than 100% better value for our impressions than any other ad network while delivering additional revenues from anonymously targeting our audience after they have left Spoke. That's real money that goes right to our bottom line.

— Frank Vaculin, CEO, Spoke



Precise ad targeting through Bizo means publishers earn 2-3X higher CPMs on their secondary inventory



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](http://www.bizo.com), email [bizdev@bizo.com](mailto:bizdev@bizo.com) or call us at **1-866-497-5505**.