



Business Audience Marketing

Bizo Data and Inventory Provider Overview

BIZO IN A NUTSHELL



Bizo enables advertisers to deliver targeted online campaigns to **120 million** business professionals across a network of **4,200+** sites



And, we enable advertisers to target those campaigns based on what we call **'bizographics'** – or business demographics – such as industry, company size, job function, title hierarchy, etc.

*Bizo's platform transforms
this data into Bizographics*

The Bizo ECOSYSTEM

BIZO MARKETING PLATFORM

←
Marketers
utilize
Bizographics
to serve
highly
targeted
ads to
audiences

Bizo Data Solutions
(Business Data Management Platform)

Bizo Advertising Solutions
(B2B Targeting Platform)

INVENTORY PROVIDERS

Inventory Providers
fuel the marketing
platform by
providing unsold
space on their
websites to serve
targeted ads



Bizo Audience Data
(120 million business professionals)



DATA PROVIDERS

Publishers fuel the marketing platform
by passing anonymous user data
to Bizo



bizo


Business Audience Marketing



*Inventory
Provider*



*Data
Provider*



*There are two paths to
partnership success with Bizo!*



Business Audience Marketing

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What makes a great data provider?



Do you have?

50,000+ Unique Visitors

A Business Audience

Industry Specific Business Content

Incremental Revenue Potential



Bizo will use your data to target relevant ads to the users that you tag.....



*Then we pay you **20%** of the gross CPM*



*Your cost to participate = **\$0***

How does it **WORK?**

You Install
Bizo Tags

Business
Professionals
Visit Your
Website

A Bizo
Cookie is
Dropped in
Their
Browser

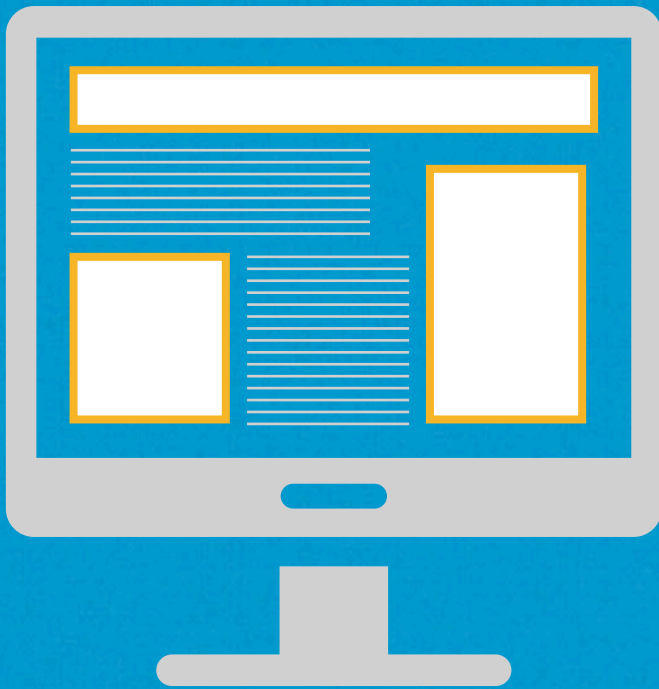


MAKE MONEY

**RECEIVE AUDIENCE
ANALYTICS REPORTING**



What makes a great inventory provider?



Are you a business site?

Do you often have
unsold inventory or
remnant ad space?

Incremental Revenue Potential

40%

Percent of the gross CPM Bizo will pay you whenever we fill a relevant business ad on your site.

\$7-\$10

Range of typical Bizo gross CPM.

20%

*Extra percentage Bizo will pay of the gross CPM if we fill a relevant ad on your site and you are **also** the data provider.*

How does it **WORK?**



Success Stories



"The business targeting that Bizo's network provides has generated a 100% increase in the value of the inventory we're using to target ads. That means our campaigns are twice as effective as they were before using Bizo."

- Jay Schwedelson, Corporate VP

"Bizo is at the top of our pool of ad networks because with Bizo we are able to sell our secondary ad inventory at CPMs 2 times higher than with traditional ad networks. We also found that Bizo was a better fit for our network due to their business focused audience."

- Brian DeWeese, VP, Publishing & Advertising Solutions



Becoming an active

bizo PARTNER is EASY

1. Complete and return the Bizo membership agreement
2. Receive your Partner ID from our support team
3. Install Bizo Tags on your Sites (takes only minutes!)