GETTING STARTED

with the

Bizo Data Provider Program

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Business Audience Marketing

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Welcome to the Bizo Data Provider program!

We look forward to helping you start monetizing your audience more effectively. Inside this quick start guide, you will find several resources and tools to help you get started with Bizo and generating revenue quickly. Please feel free to reach out to us should you have any questions.

Sincerely,

The Bizo Partner Team

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Data Provider Overview

Bizo Data Providers are paid a share of the revenues generated from any Bizo Ads that utilize their data for bizographic targeting.

Bizo will use your data to target relevant ads to the users that you tag and we will pay you 20% of the gross CPM.

Revenue potential via our Data Provider program is directly attributed to:

- Volume of users that you are able to tag

- Non-PII data that you are able to pass to Bizo

- How frequently we see your users across our partner network

- Number of active campaigns running with Bizo

To participate as a Bizo Data Provider...

Install the Bizo Insight Tags onto your site. As with other analytics tags, most publishers choose to place our insight tags within their global footer.

You can use these tags to pass non-personally identifiable information (non-PII) into Bizo cookies.

Bizo will use this anonymous data for bizographic ad and content targeting only.

To become a Bizo Data Provider, you will need a Partner ID, which we will provide after you have completed and signed the Data Provider Membership Agreement.

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How We Collect Data

Bizo collects non-PII data from your website visitors in the following ways:

- IP Address Match Data: Bizo has a proprietary IP Address matching technology that can match your visitors' IP address (assuming it is their company IP address) to a company name, which can then be categorized into Company Size and/or Industry segments based on that company's own public profile.

- Default Data: Validated assumptions can be made based on your site's content, previous publisher data, and Bizo's demographic data. If your site has a high enough concentration of traffic in a particular bizographic segment, then Bizo can default your visitors into one or more standard segments.

- Registration/Profile Data: Non-PII registration or other profile information can be passed back through Bizo's Custom Insight Tags to help populate that user's anonymous bizographic data. All data passed back is encoded to ensure all data is anonymous through Bizo Custom Insight Tag's optional variables.

What is Non-PII Data?

Bizo gathers vast amounts of non-personally identifiable information (non-PII) bizographic information through its business publisher partners in the form of subscription information, business registrations, and other online data sources.

This type of data collected includes:

- Company Size

- Industry

- Functional Area

- Seniority

- Professional Grouping

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Audience Insight

Bizo Audience Analytics is a component of our Business Marketing Platform (BMP).

As a Bizo data provider you can access Audience Analytics for free. This reporting tool provides clear visibility into the business demographics of your websites' visitors.
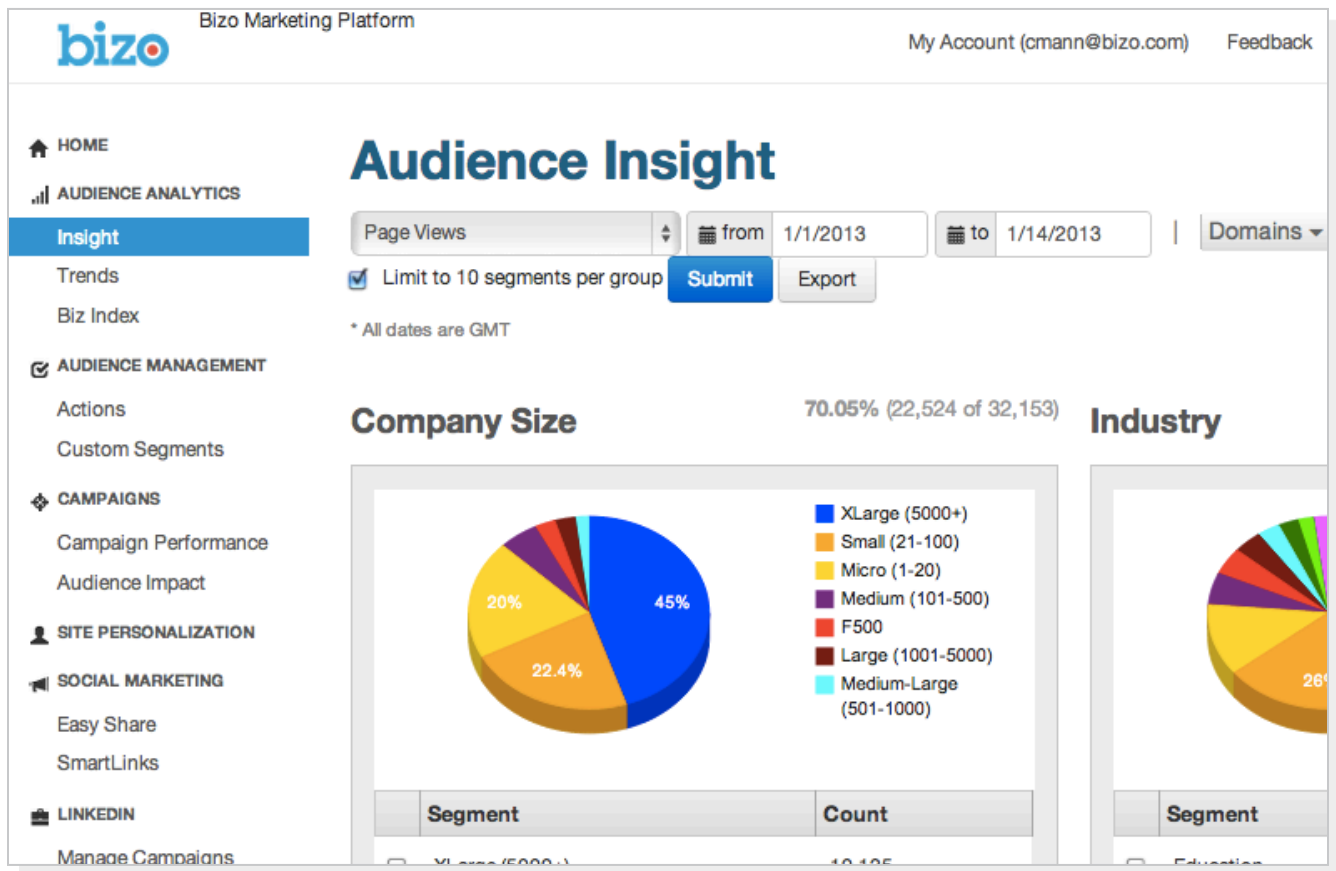
To find out more about this tool visit:

http://partner-docs.bizo.com/Home/bizo-analyze

Understanding Bizo Tags

Analyzing and reporting the bizographics of your site visitors requires the installation of some asynchronous JavaScript code on your website pages. We refer to this code as Bizo Insight Tags, which are used for two purposes:

Standard Insight Tags Encompass:

Bizo Audience Analytics allows publishers to see the demographics of the visitors to their site(s).

Bizo Data Provider allows partners to pass non-PII data to the Bizo for bizographic targeting.

```
EXAMPLE CODE: (NOTE: This is sample code only, do not cut and paste.)
<script type="text/javascript">
  var _bizo_data_partner_id = "PARTNER_ID";
</script>
<script type="text/javascript">
(function(){{(function(){var b,a;a=document.createElement("script");a.type="text/j
(window.location.protocol==="https:"?"https://sjs.":"http://js.")+"bizographics.c
[0];return b.parentNode.insertBefore(a,b)}})();})();
</script>
```

Please visit our implementation guide for full instructions and array of data tags:
http://partner-docs.bizo.com/Home/insight-tags

* Please do not use this code, as it is a sample visual only.

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Privacy Policy Overview

The following pages provide sample language that may be used by Bizo Data Providers and/or Bizo Inventory Providers to satisfy the privacy requirements of the Bizo Membership Agreement.

Please note that these samples are provided for your reference only and that **Bizo recommends that you consult your attorney to ensure that your Privacy Policy fully addresses the needs and policies of your organization.**

Sample Privacy Policy Language

Example #1

We may use advertising networks to help present advertisements on our sites. These advertising networks use cookies to help present, better target, and measure the effectiveness of their advertisements, using data gathered over time and across their networks to determine the characteristics and preferences of their audience. We may share certain aggregate and non-personally-identifiable information about our users in order to help them deliver more relevant advertisements through their ad networks.

Example #2 *(can be combined with the above language)*

The Bizographic Targeting Network (Bizo) is one such network in which we participate. If you wish to 'opt out' of the targeted advertising delivered by Bizo, please click http://www.bizo.com/business_audience/opt_out to visit the Bizo opt out page. Or, you may opt out of multiple ad targeting cookies, including Bizo, via that National Advertising Initiative opt-out page:
http://www.networkadvertising.org/managing/opt_out.asp.

Opt-Out Language

You can opt out of the targeted advertising delivered by Bizo by requesting an "opt-out" cookie (a blank cookie) from Bizo to prevent information from being uniquely associated with your browser. This allows you to opt-out of the Bizographic Targeting Network cookies without erasing other cookies associated with your browser. The full opt-out language can be found here:
http://www.bizo.com/businessProfessionals/opt_out

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Using Google Tag Manager and Bizo

How does a customer find and load the Bizo Insight tag from Google Tag Manager?

It's easy. Clients should proceed to Google Tag Manager to create a tag. https://sites.google.com/a/bizo.com/bizo-help/getting-started/tagging-your-site

End to end setup example:

1 Go to google.com/tagmanager and login

2 Click on your account, and then your container

3 Click on the "New Tag" button in the upper right

4 Create a new tag, give it a name and select "Bizo Insight Tag" from the "Tag Type" drop down.

5 The client fills in their BMP partner ID into the ID field. You can get this from your Bizo Partner Coordinator.

(continued on next page)

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Google Tag Manager and Bizo (continued)

6 Add a tag-firing rule and select the "All pages" rule.

Edit Rule

Rule Name

All pages

Specify the conditions

The rule is considered matched only when every condition below is satisfied.

{{url}} ⇕   matches RegEx ⇕   .*   +

Examples of how to define a rule

Matching an individual page	URL equals http://www.mysite.com
Matching a group of pages	URL starts with http://www.mysite.com/thankyou;
	Referrer contains google
Matching an event on all pages	Event equals addToShoppingCart

7 Save the tag.

8 Click "Create Version" in the upper right of the "Overview" page

New Tag   New Rule   New Macro   **Create Version**
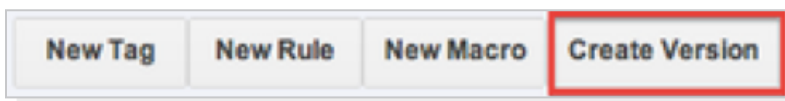
9 Click "Save and Publish" on the next screen, which should also be in the upper right.

Preview ▼   **Publish**   Restore

This Bizo Insight Tag is listed with other supported tags on this page:

http://support.google.com/tagmanager/answer/2574372/?hl=en&topic

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Bizo Publisher Programs: Data Provider FAQs

What is the value proposition of Bizo's Data Provider Program?

By contributing non-personally identifiable information (non-PII), participating Data Provider Partners are paid a share of the gross advertising revenue whenever their non-PII data is used for bizographic targeting.

What, how and when will Bizo use my data?

Bizo is only interested in collecting anonymous, non-personally identifiable information on your users. Bizo will accept data consisting of job title, company name, encrypted email address and/or IP address on your users. This data will be transformed into anonymous Bizo audience segment codes and stored in the user's cookie. Bizo will use your anonymous data to target relevant ads and content across the Bizo partner network.

Does the Data Provider program conflict with my current Privacy Policy?

Bizo takes privacy very seriously and has always been in complete compliance with all regulations as well as industry self-regulatory standards. We would be happy to review your privacy policy and if needed, provide you sample language reflecting this program to review and add to your current policy as you see fit.

Will I have access to the information Bizo collects on my users?

You will have access to a rich audience analytics report within your Bizo Marketing Platform (BMP) dashboard. Your BMP Dashboard will give you the business demographic breakdown of your audience based on our bizographic segments (i.e. industry, function, seniority level and company size).

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Data Provider FAQs (continued)

Am I bound by a contract or time commitment with Bizo?

Bizo has a simple, standard Membership Agreement that outlines the specific terms of the Data Provider program. That Membership Agreement includes a termination for convenience clause, so that you can end the agreement at any time for any reason. You are also in complete control as to when you add/remove the Bizo Data Provider tags to your Web site.

What are the technical requirements in getting started?

Implementation takes minutes and is very straightforward. You can review our Implementation Guides here: **http://partner-docs.bizo.com/Home/insight-tags**

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Helpful Links and Contacts

Website Insight Tags: Standard
http://partner-docs.bizo.com/Home/insight-tags

Standard with Registration Data:
http://partner-docs.bizo.com/Home/insight-tags#TOC-Custom-Insight-Tags

Newsletter Tags
http://partner-docs.bizo.com/Home/insight-tags/e-mail-support

Opt-Out Language
http://www.bizo.com/businessProfessionals/opt_out

Technical Implementation Documents
http://partner-docs.bizo.com

General Questions?
Contact: **PartnerSupport@bizo.com**

Partnership Questions?
Caitlin George
Business Development Manager
Caitlin@Bizo.com

Technical/Implementation Questions?
Michelle Nicholson
Partner Coordinator
Michelle@Bizo.com

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