

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.

How much revenue will I make with Bizo's Data Provider Program?

Bizo will use your data to target relevant ads to the users that you tag and will pay you 20% of the gross CPM for being a Data Provider. Revenue potential via our Data Provider program is directly attributed to: a) the volume of users that you are able to tag, b) the non-PII data you are able to pass to Bizo, c) how frequently we see your users across our partner network, and d) the number of active campaigns running with Bizo.

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. In short, we believe that the relationship needs to work.

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/>.

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