

## What do you consider to be the most important points of differentiation between Bizo and other networks?

Bizo's bizographic targeting and premium business focus set us apart from all other networks. Bizo tends to be a higher cost, higher value network. For campaigns looking to reach business professional audiences, the premium nature of our data and targeting leads to results that rationalize higher costs.

Bizo is unique in that it: a) focuses entirely on B2B data, b) reaches more business professionals with greater segment granularity, than any other provider, and c) is audited and certified by the Business Publishers Association (BPA).

## How does Bizo collect its data?

Bizo has developed the industry leading technology platform for gathering and organizing vast amounts of non-personally identifiable information (non-PII). Bizo data is collected from a network of data provider partners via 5 different sources: a) Registration Data; b) Data Specific to Partners; c) Off-line Business Databases; d) Encrypted Email Addresses; e) IP Data.

## What are 'bizographics'?

Bizo's data contains non-personally identifiable information on over 120 million business professionals. We break this data up into five targetable demographic areas called 'bizographics'. The five segments are Company Size, Industry, Functional Area, Seniority and Professional Group.

## Who are some of the larger advertisers that have had success with Bizo?

Bizo has won the confidence of more than 750 leading brands including Amex, Mercedes Benz, Monster, Salesforce.com, Microsoft, AT&T, UPS and many more who use Bizo to exert inordinate influence and effectively target their online marketing programs to the business professional audience.

One client in particular, Salesforce.com, when running a campaign using Bizo data saw a 355% increase in pages viewed per visitor; 30% lift in form conversion rates; drove 354 key conversions and influenced another 2300 conversions. For additional success stories visit: <http://partners.bizo.com/#studies>.

## Are there privacy issues or concerns?

No. Bizo takes privacy issues very seriously and in short, all Bizo data is and by design, non-personally identifiable. Bizo is fully compliant with all government as well as industry self-regulatory requirements with respect to personal information privacy including but not limited to open, editable, opt-out cookies. In addition, Bizo does not provide any personal information to partners or marketers at any time, including when you interact with or view a targeted advertisement.

## How many segments are there?

There are 258 different "bizographic" segments. All of which can be combined to create larger and custom segments.

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## Contact

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