



There are several ways for you as a Bizo partner to access Bizo data. The access points listed in this document apply to Private Audience Targeting partners and Data Resellers, but are dependent on partner type.

 Applies to Private Audience Targeting Partners Only

 Applies to both Private Audience Targeting Partners and Data Resellers

Here are the ways that **Private Audience Targeting** partners can access Bizo data:

1. Google Double Click Data Platform (DDP) - for partners who use Google DFP as their ad server.

Important Information about DDP:

- Your Google DFP accounts must be either the DFP Legacy or the DFP Premium accounts.
- We are not currently integrated for Google Small Business accounts.
- You must also have a Google Boomerang for Publishers (BFP) account through Google and be allowed access to Bizo data.
- Once all of the necessary partner paperwork is in place, Bizo will license our data to your DFP account (Network ID is required), and data will start populating to your BFP and DFP accounts within 24 hours.
- Additionally, the DFP Availability Forecasting section will work for Bizo data and is much more accurate than in previous contextual targeting forecasting.

2. Third party data reseller - private audience targeting partners can get access to our data through all of the leading DMP's, DSP's and Data Resellers.

Here is how both **Private Audience Targeting** partners **AND** **Data Resellers** can access Bizo Data:

1. Bizo's API Options. Both require an API key that Bizo will provide.
 - Profile API for keyword based targeting ad servers. <http://developer.bizo.com/documentation/bizaudience-api>
 - Profile Redirect API for pixel based targeting ad servers. <http://developer.bizo.com/documentation/bizaudience-api/2-profile-redirect-api>

Questions? Contact us at partners@bizo.com.
