

# Data Collection Methods

## Technology Overview



### Where does Bizo get its' Data?

Bizo has developed the industry leading technology platform for gathering and organizing vast amounts of non-personally identifiable information (non-PII) bizographic information. Bizo data is collected from the following sources:

- **Registration Data** – Bizo has partnerships with hundreds of publishers that own thousands of sites across the Web. When a user on a Bizo publisher's site logs in or signs up, the publisher passes Bizo the visitor's non-PII registration data. Bizo then takes this registration data and transforms it into anonymous bizographic segments so that it can be safely used on the Internet.
- **Vertically-Focused Publishers** – When a Bizo publisher is narrowly focused on a niche business industry (e.g. HR.com), its audience members are defaulted into the functional area that would be representative of the specific niche (e.g. HR.com would default its audience members to a job function of "Human Resources")
- **Proprietary IP Conversion** – When a visitor goes to a Bizo publisher's Web page, Bizo looks up the referring IP address and determines if it is a business IP address (e.g. Boeing.com). Bizo then converts this information into its bizographic "buckets" (e.g. Company Size = Fortune 500 and Industry = Aerospace Manufacturing).
- **Off-line Databases** – Bizo partners with leading suppliers of off-line business data. These databases are loaded into the Bizo platform so they can be referenced in real time at various points in the process of building out bizographics for a visitor. As with any of Bizo's data collection mechanisms, personally identifiable data is never stored in the final bizographic profile.
- **E-mail Data** – When select publisher partners send properly configured marketing emails to their opt-in customer lists, bizographics can be generated. E-mail recipients who open and/or click on an email from a browser-based email system transmit bizographics in much the same way registration data is passed from a publisher's website.

### Bizo is Certified by BPA Worldwide

A testament to the quality and accuracy of its data, Bizo is the first and only third-party certified B2B online data provider. Based on a rigorous audit that included validation of Bizo's systems, procedures, and data collection methods.

BPA Worldwide (www.bpaww.com), the global industry resource for verified audience data and media knowledge, has certified the Bizo platform and the underlying 'bizographic' data that powers it, as a valid and non-personally identifiable source of B2B audience data.



Bizo platform and business audience data has been audited by BPA Worldwide

# Data Collection Methods

## Technology Overview



### How Accurate is the Data?

Bizo's leading edge platform combines best-in-class data sources with data optimization techniques including data scoring algorithms, machine learning, and human oversight to provide the highest quality, best performing business audience targeting data available today.

Data Source	Quality Assurance
Registration Data	Because this data is explicitly provided by registered users of a Bizo publisher's site, it represents the most valuable, quality information available.
IP Data	IP data is implicit data drawn directly from a visitor's browser. An IP address provides geographical data and when a visitor browses from a workplace, Bizo also uses third-party and proprietary off-line databases to confirm and convert the company domain and name into usable bizographic segments.
Vertically-Focused Publishers	The default audience data taken from these publishers undergoes rigorous testing to ensure accuracy. These publisher sites are screened carefully to confirm that they serve a highly vertical business segment and Bizo tests the actual traffic on the site using its Bizo Analyze tags. The tag reports back the traffic's demographics and must return data on a statistically viable sample of the population before the test will be considered valid.
Off-line Databases	Bizo uses only the highest quality off-line data sources such as Hoover's, a Dun & Bradstreet company, InfoGroup, Jigsaw, and ZoomInfo.

### Data Optimization Techniques

Our data scoring algorithms merge data from multiple sources in real time to improve the accuracy and completeness of bizographic profiles over time. We score each element in a bizographic profile based on the source of the original data and the algorithms used to classify that data.

This ensures that bizographic profiles contain the most reliable information classified by the best algorithm available to transmit bizographics in much the same way registration data is passed from a publisher's website.

---

### To Learn More

To learn more about how Bizo can help take your digital media strategy to the next level, visit [www.bizo.com](http://www.bizo.com), email [datasolutions@bizo.com](mailto:datasolutions@bizo.com) or call us at **1-866-497-5505**.