

# Full Funnel Analytics

## For Publishers



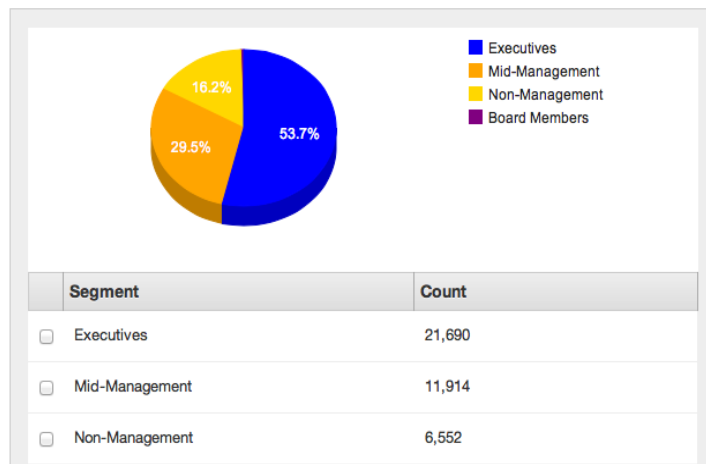
### Demonstrate Value to Advertisers

As a publisher, there is a direct connection between how well you know your website audiences and your ability to monetize them. The Bizo Marketing Platform includes Full-Funnel Analytics - which includes free website audience reports that give you clear visibility into the business demographic or “bizographic” make-up of your website visitors including their job function, industry, company size, seniority and location. These reports also allows users to:

- Gain insights into how key audiences navigate through the website relative to your average visitors.
- Identify trends in visitation from specific professional groups and index your audience against other B2B websites’ audiences.
- Articulate the value of inventory on their website properties to potential advertisers by highlighting the relevancy, composition and volume of their users.

#### Seniority

22.548% (40,373 of 179,050)



### Unparalleled B2B Data Quality

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.

“For the past three years we have conducted a comprehensive system certification of the Bizo Marketing Platform to independently document the accuracy of data collection, processing and reporting. An assessment of data protection and privacy best practices were included in these engagements. In each case BPA issued an unqualified opinion attesting to the integrity and reliability of the system.”

— Peter Black, SVP Business Development, BPA Worldwide

### About Bizo

Bizo is how marketers reach and engage business professionals, wherever they travel across the business Web. Hundreds of leading brands including AMEX, Monster, Jaguar, Microsoft, and Salesforce.com count on the Bizo Marketing Platform to reach, educate and influence their target business audiences online. For more information, visit [www.bizo.com](http://www.bizo.com) or call **1-866-497-5505**.

To learn more about Bizo’s publisher programs contact us at [datasolutions@bizo.com](mailto:datasolutions@bizo.com)