bizo

B2C Targetable Segments ($0.60)

For the first time, Programmatic Buyers and DSP specialists can purchase proprietary B2C segments (brought to you by Bizo) **for a limited time at $0.60.** Bizo's High Value Consumer segments are backed by our industry leading, high quality data. Help us keep the introductory price low by consuming more data!

Bizo reaches white-collar professionals who go to work, earn a salary, and have buying power. Historical performance in support of top brands has proven that Bizo audiences are extremely active and exhibit high purchasing behaviors in key verticals including Retail, Automotive, Finance, CPG, Tech, Travel, and Real Estate.

Whether you are marketing high-end watches, luxury resorts, premium automobiles, mobile phones or any other premium product or service, Bizo gives you a powerful and direct way to reach individuals in these high value segments with precision, and at scale.

HOME IMPROVEMENT

RETAIL

OTHER

AUTOMOTIVE

BIZO HIGH VALUE CONSUMER SEGMENTS

TRAVEL

FINANCE

EDUCATION

REAL ESTATE

REAL ESTATE

Consumers in this category are 2.2x more likely to purchase and/or rent residential real estate than the general online population.

💲 **Bizo > Real Estate**

TRAVEL

Consumers in this category are 3.9x more likely to spend on vacationing and travel (i.e., air travel, hotels, and and cruises) than the general online population.

Bizo > Frequent Travelers - consumers in this category spend, on average, $6.2Bn a year on air travel, hotels, and cruises and make over 19.2MM in purchases on these products or services.

💲 **Bizo > Luxury Travel -** consumers in this category on average, spend 16.2Bn a year on high-end travel products or services and make over 3.8MM in purchases.

AUTOMOTIVE

Consumers in this category are 2.5x more likely to purchase automobiles than the general online population.

💲 **Bizo > Luxury Automotive Vehicle**

Bizo > Automotive Vehicle

EDUCATION

Consumers in this category are 7x more likely to continue their education than the general online population.

Bizo > Education > General MBA

Bizo > Education > Executive MBA

Bizo > College Graduates

HOME IMPROVEMENT

Consumers in this category are 3.4x more likely to purchase home improvement products (i.e. home & garden, tools, appliances, etc.) than the general online population.

Bizo > Home Improvement

RETAIL

Consumers in the category are 2.7x more likely to purchase retail products online than the general online population.

Bizo > Online Shoppers - Consumers in the category are 2.7x more likely to purchase retail products online than the general population.

💲 **Bizo > Luxury Shoppers -** Consumers in the category are 3.8x more likely to purchase luxury products (jewelry, watches, designer clothing, etc.) than the general online population.

Bizo > Electronic & Gadget Shoppers - Consumers in the category are 4.1x more likely to purchase electronics & gadget (mobile phones, TV's, software, computers, etc.) products than the general online population. They spend on average $1.1B a year on electronics & gadgets.

Bizo > Gift Card Shoppers - Consumers in the category are 4.5x more likely to purchase gift cards than the general online population. They spend on average $71MM+ a year on gift cards and make over 1.8MM+ in purchases on these products or services.

Bizo > Back to School Shoppers - Consumers in the category are 4.2x more likely to shop for back to school products or services than the general online population.

Bizo > CPG Grocery Shoppers - Consumers in the category are 3.4x more likely to shop for groceries than the general online population.

Bizo > Office Supply Shoppers - Consumers in the category are 2.7x more likely to purchase office supply products online than the general population.

FINANCE

Consumers in the category are 4x more likely to consider Financial products or services than the general population.

Bizo > Retail Credit Cards - Consumers in the category are 3x more likely to apply for retail credit cards than the general online population.

Bizo > Gold Credit Cards - Consumers in the category are 5x more likely to apply for gold credit cards than the general online population.

💲 **Bizo > Investment Products -** Consumers in the category are 2.8x more likely to consider investment products than the general online population.

💲 **Bizo > Auto Loans -** Consumers in the category are 2.7x more likely to consider applying for an auto loan than the general online population.

💲 **Bizo > Home Loans -** Consumers in the category are 2.7x more likely to consider applying for a home loan than the general online population.

💲 **Bizo > 401k Owners -** Consumers in the category are 2.7x more likely to contribute to their 401k than the general online population.

💲 **Bizo > Health Insurance -** Consumers in the category are 2.7x more likely to participate in a health insurance plan than the general online population.

💲 **Bizo > Life Insurance -** Consumers in the category are 2.7x more likely to participate in a life insurance plan than the general online population.

OTHER

Consumers in the category are more likely to either consume more media than the general online population OR contribute to a charity.

Bizo > Heavy Media Consumption - Consumers in the category are 4x more likely to heavily consume media (television, online publications, radio, etc.) than the general online population.

💲 **Bizo > Charity Contributions**

Search for the segment names above in your DSP. If you are having trouble finding these segments contact us at datasolutions@bizo.com.

KEY

💲 This symbol refers to the group being comprised of the top 25% of disposable income in the United States, United Kingdom, and Canada.