

# Bizo Insight Tags

## Overview



Placing a Bizo Insight Tag - a lightweight JavaScript tag - across your website and landing pages is a critical step in making full use of the Bizo Marketing Platform and understanding the ROI driven by our audience targeting solutions. **Using the Bizo Insight Tag allows users to:**

- Discover the business demographics of your website visitors including their job function, industry, company size, seniority, and location.
- Gain insights into how key audiences navigate through the website relative to your average visitors.
- Retarget lost web visitors - 97% of visitors to B2B websites do not convert on their first visit; this tag allows you to build a retargeting pool and get a second chance at converting lost visitors by retargeting them with display ads after they've left.
- Identify trends in visitation from specific professional groups and index your audience against other B2B websites' audiences.

## Frequently Asked Questions

### How long does it take to put the insight tag up? What does it require?

The process takes less than 10 minutes. The same JavaScript snippet (unique to your Bizo account) is placed across your website and landing pages. No maintenance is required.

### Will it slow down our page load time?

It is highly unlikely that adding the Bizo Insight Tag will slow your page load time. If there were a delay, it would be imperceptible by users (milliseconds). We are happy to help test the effect on one of your web pages to confirm that the page load time will not be affected.

### My company is very concerned with privacy, how does Bizo address privacy issues?

Bizo does not gather data unrelated to Bizo or put your audience at risk. 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.

### How much does it cost to put the Bizo Insight Tag on my website?

**It costs nothing.** Bizo Audience Analytics is free and does not require a paid account for access.



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

## Contact

For more information about Bizo Insight Tags contact us at [contact@bizo.com](mailto:contact@bizo.com) or by calling 1-866-497-5505.

To learn more about Bizo visit us at [www.bizo.com](http://www.bizo.com).