

# Private Audience Targeting

## Frequently Asked Questions



### How is Bizo Unique from Other Data Providers?

Bizo's bizographic targeting and premium business focus sets us apart from all other vendors. Bizo data tends to be a higher cost, but delivers higher value. It is unique in that it: a) focuses entirely on B2B data, b) reaches more business professionals with greater segment granularity, and c) is audited and certified by BPA Worldwide.



### How Does Bizo Collect Data?

Bizo has developed the industry leading technology platform for gathering and organizing vast amounts of non-personally identifiable information (non-PII). Bizo collects its data from a network of data provider partners via 5 different sources: 1.) Registration Data; 2.) Vertical Business Partners; 3.) IP Data; 4.) Off-line Business Databases; 5.) Encrypted Email Addresses.

### Is Bizo Data Accurate and Up-To-Date?

Yes. Bizo's leading edge platform combines best-in-class data optimization techniques including data scoring algorithms, machine learning, and human oversight to provide the highest quality, best performing business audience targeting data available. Data is refreshed constantly as cookies change due to browsing patterns of business professionals. Bizo removes cookies from the data segments that haven't been refreshed in six months and more than 96% of Bizo cookies have been refereshed in the last 60 days.

### What Segments Does Bizo Have the Most Volume In?

There are more than 250 individual Bizo segments that can be combined to "AND" or "OR" segments in almost infinite combinations. Bizo's premium audience data, our "bizographics", are broken up into the five demographic areas: company size, functional area, industry, seniority, and professional group. **Bizo has large volumes in:**

Company Size	Job Function	Seniority	Professional Group	Industry
X-Large (5001+)	C-Suite Finance	Executives	High Net Worth	Finance
Small (20-100)	IT Legal Marketing Sales		Finance	Education Healthcare

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### What is the BPA certification of Bizo data and why does it matter?

BPA Worldwide is a not-for-profit, self-regulating organization governed by a three-party Board of Directors that conducts consumer and business media audits of more than 2,600 media properties—including B-to-B publications, consumer magazines, newspapers, websites, events, email newsletters, databases, wireless, and other advertiser-supported media.

Bizo is the first and only 3rd party certified B2B online data provider. Bizo's data has been certified in accordance with BPA standards for comprehensive information system controls and risk management for the past 4 years. This means that BPA has verified that the advertisers, marketers, agencies, and publishers who work with Bizo to reach their target audiences online can feel confident that the information they base important buying decisions on is accurate and anonymously collected in accordance with the highest industry standards.



### Who are Some of the Larger Advertisers that Have Had Success with Bizo?

Bizo has won the confidence of more than 750 leading brands including Amex, Mercedes Benz, Monster, Salesforce.com, Microsoft, AT&T, UPS and many more who use Bizo to exert inordinate influence and effectively target their online marketing programs to the business professional audience.

### Are there privacy issues or concerns?

No. Bizo takes privacy issues very seriously and in short, all Bizo data is and by design, non-personally identifiable. 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, including when you interact with or view a targeted advertisement.

### What Types of Sales and Marketing Support does Bizo Provide to it's Partners?

We provide extensive sales support including: sales training, RFP assistance, dedicated email support, customizable presentations, and more. In addition to live resources, we have designed a site to help Bizo partners quickly access the resources they need to position Bizo targeting capabilities with clients and generate new business. **Visit our Partner Success Zone at [partners.bizo.com](http://partners.bizo.com)** to access these resources.

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### Learn More...

To learn more about how Bizo can help take your digital media strategy to the next level, visit [partners.bizo.com](http://partners.bizo.com) or contact Chris Conforti at [cconforti@bizo.com](mailto:cconforti@bizo.com) or 646-412-5708.

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