



Business Audience Marketing

Understanding and Targeting the C-Suite Online

For many marketers, the C-suite is the Holy Grail. And even if CEOs, COOs, CFOs, CIOs, CMOs, and other CXOs aren't a marketer's ultimate target, they are often influencers in the buying process. Combining Bizo's data on 120 million businesspeople and comScore's tracking of online behavior, the comScore Bizo Index provides a snapshot of C-suite behavior online.

Who are CXOs?



C-level executives are 1.78x more than the typical Internet user to be male and between the ages of 45-54.

How likely are they to buy online?

Very comfortable with ecommerce, C-level executives are 5.54x more likely to visit e-commerce sites than the average Internet user.

Where are they most likely to go online?

C-level executives are 2.55x more likely than the average Internet user to visit job search sites. They are also more likely to visit:

- Rental car sites (2.37x)
- Training and education sites (2.14x)
- Online trading sites (1.92x)
- Career resource sites (1.84x)
- Hotel/resort sites (1.80x)
- Financial information and advice sites (1.73x)

Myth: C-level executives don't click on ads.

Bizo data demonstrates that C-suite executives do click on online display ads and they do take actions based on the banner ads they see. In fact, C-suite execs are more likely to click on banner ads than chemical engineers, people in the finance department, and people in the agricultural industry. C-suite execs are also more likely to convert in response to banner ads than many other businesspeople; for example, they are about 4x more likely to convert than human resources professionals.

Why does audience targeting make the most sense for reaching the C-Suite?

C-level executives take advantage of the wide variety offered by the Web. The sites they visit range from serious business and general news sites to leisure sites. The traditional way to reach these executives has been to buy advertising on individual websites. But that method can compromise the reach and frequency that media buyers need. With audience targeting using a partner like Bizo, marketers can reach C-level executives wherever they go on the Web -- not just when they are on a business site, but on virtually every site they visit.

Where C-Level Executives Are Spending Time Online

- Business News
- Business Databases and Tools
- General News and Opinion
- Technology Sites
- Vertical Industry Sites
- Enthusiast and Leisure Sites
- Financial/Trading Sites
- Job Sites

*About the comScore-Bizo Index

comScore indexed Bizo's audience segments by:

- Demography (e.g., Gender, Age, Household Income, Education)
- Website Visitation by Category (e.g., Technology News, Real Estate, Financial Information)
- Online Purchases (e.g., Computer Software, Mobile Phones, Shipping Services)

comScore developed the index by assigning a score to each Bizo segment. Any score over 100 for a particular segment indicates that a given attribute is more likely to be observed in the segment than among the total population.



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