

Bizo High Net Worth Targeting Programs



Your Direct Channel to High Net Worth Audiences Online

Bizo is how consumer brand marketers reach, educate, and influence highly affluent groups of business professionals, wherever they travel online. Bizo's unique ability to precisely target high net worth segments across more than 85% of the US business population gives marketers cost-effective access and insight into business professionals—the most valuable online audience segment.

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 and engage high net worth consumers online – with precision, and at scale.

Business Professionals Are High Value Consumers

Business Professionals are consumers too, as the comScore Bizo Index illustrates. The index that assigns a score to each Bizo segment provides unprecedented insight into business audiences and their unique value as consumers. The insights from the comScore study gives B2C marketers new and more precise ways of reaching their target audiences online. Just a few examples illustrate that:



Bizo's Marketing audience is 331% more likely to visit Airlines sites



Bizo's Sales audience is 520% more likely to visit Hotel/Resorts related sites



Bizo's High Net Worth audience is 164% more likely to visit car rental sites



Bizo's Non-Management audience are 161% more likely to buy Office Supplies online



Bizo's IT audience are 155% more likely to buy Video Games online



Bizo's Tech audience is 105% more likely to buy Jewelry and Watches online



In 2013, Cyber Monday reached \$1.735 billion in desktop online spending, up 18 percent versus year ago, representing the heaviest online spending day in history. Nearly half of dollars spent online at U.S. websites originated from work computers.

— comScore

To Learn More...

To learn more about Bizo High Net Worth Targeting Programs, visit **www.bizo.com**, or call us at **1-866-497-5505**.

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** or call **1-866-497-5505**.

Source: comScore [July 2013]