



Bizo Data for Financial Services

Combining Bizo’s data on 120 million business people and comScore’s tracking of online behavior, the **comScore-Bizo Index*** provides a snapshot of how financial and banking professionals behave online. Bizo is the first and only third-party certified B2B online data provider, a testament to the quality and accuracy of Bizo’s data.

Who are financial and banking professionals?



Financial and banking professionals are 2.0x more likely than the average Internet user to have a household income at \$100,000 or more. They are also 1.89x more likely to be between the ages of 35-44.

How likely are they to buy online?

Comfortable with ecommerce, finance and banking professionals are 2.84x more likely to visit non-travel e-commerce sites than the average Internet user.

Where are financial and banking professionals most likely to go online?

The comScore-Bizo Index tracks financial services and banking professionals as they travel the Internet. The Index indicates that financial services and banking professionals are 4.22 more likely to visit online training and education sites. They are also:

- 3.78x more likely to visit for **online jobs sites**.
- 2.93x more likely to visit **online trading sites**.
- 2.68x more likely to visit **rental car sites**.
- 2.62x more likely to use **career resources online**.

Myth: Business professionals don't convert from online display ads

To demonstrate the value of our premium data, particularly for the banking and financial services sector, Bizo recently conducted test campaigns across three Fortune 500 companies in the banking/financial services industry. Part of the test compared the value of a member of particular Bizo audience segments against the average U.S. population online in that segment.

How many times more likely a Bizo user is likely to convert in a given segment:

Executive	3.2x more than average US population
High Net Worth	3.2x more than average US population
Small Business	1.9x more than the average US population
Micro	1.9x more than the average US population
Small Business Owners	1.8x more than average US population
IT Professionals	1.6 x more than the average US population
Business Professionals	1.6x more than average US population

Why does audience targeting make the most sense for reaching financial and banking professionals?

Financial and banking professionals 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 finance and banking executives wherever they go on the Web -- not just when they are on a business site, but on virtually every site they visit.

*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.