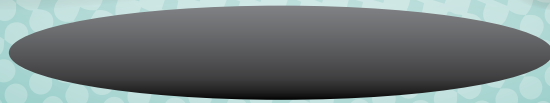
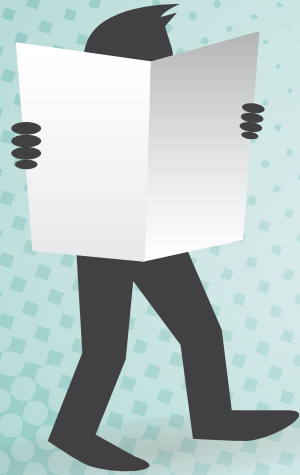


# AVOID COMMON B2B TARGETING PITFALLS WITH BIZO



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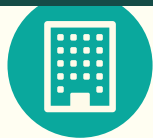
# AVOID COMMON B2B TARGETING PITFALLS WITH BIZO

Not all B2B targeting is created equally. Find out below how you can avoid the most common B2B targeting pitfalls and make sure that you aren't wasting marketing dollars OR efficiency when making purchasing decisions.

**Targeting the right company is not enough—get in front of the right people, too.**

- » It is important to get in front of the right company, but it is far more important to get in front of the right people at that company.
- » Targeting that fails to get your ads to exactly the right people, based on their role and seniority in the organization wastes marketing dollars and efficiency on people within your target account that have no interest in your product or service and no influence on the purchasing decision.

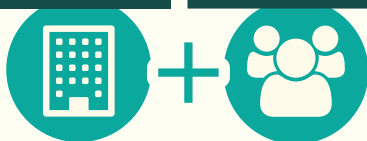
COMPANY TARGETING



= *Reaches everybody*

COMPANY TARGETING

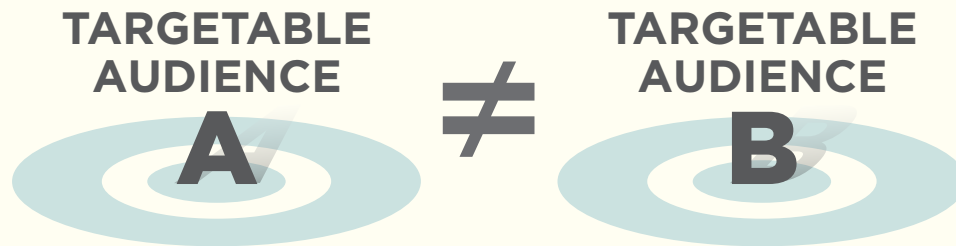
DEMOGRAPHIC TARGETING



= *Reaches the people that matter!*

## Not all B2B targeting is created equally.

- » Data quality in online advertising is often an issue; the best data will be from vendors that use a mix of multiple sources to ensure freshness and constant cross checking and data validation.



- » To help ensure that you are getting high quality data, the best approach is to ask vendors how they are sourcing the data and if they have had the data validated by a third-party auditing company. If their data relies on a single-sourcing methodology and is not third-party validated—beware!

## Personalization is not always a good thing for B2B marketing.

- » Personalization has proven to be a highly effective strategy for nurturing and retargeting if there is a relationship that already exists between the prospect and the brand, but can be harmful if served up too early in the marketing funnel.
- » Best practices in advertising should be just like talking to strangers; marketers need to introduce the brand and create a relationship before getting too personal.



## WHY BIZO?

**We have high quality data that you can trust.** Feel confident that the information you base important buying decisions on is accurate and anonymously collected in accordance with the highest industry standards.

- » Our data is certified by the Business Publishers Association (BPA), a not-for-profit, self-regulating organization that conducts consumer and business media audits of more than 2,600 media properties.
- » We use 5 data sourcing methods to ensure freshness, constant cross checking and data validation.

**We help you reach the right company AND the right people.**

Bizo's Marketing Platform is powered by targetable business demographic data on over 120 million business professionals reaching more than 85% of the US business population.

- » Our demographic data comes from a network of over 4200 publishers of business news, technology, industry, professional, and other publishing sites across the business web.
- » We have more than 250 different "bizographic" segments. All of which can be combined to create larger and custom segments to help marketers reach their targets with precision.

## CONTACT US

To learn more about Bizo visit us at [www.bizo.com](http://www.bizo.com). For sales and general inquiries please contact Pat O'brien at [Patrick@bizo.com](mailto:Patrick@bizo.com).



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