

## Are Your Marketing Programs Driving the Right Traffic to your Site?

There is a direct correlation between how well you know your website visitors and your ability to convert them into new customers.

**Bizo Analyze** is a **free, web-based tool** that gives you clear visibility into the **business demographics** or “bizographics” of your website visitors so that you can create relevant website content and know whether your campaigns are driving the traffic that matters to your business. Bizo Analyze will show you how your site traffic breaks down by industry, company size, job function, seniority, and more.

### How it works

The key is the data. At the core of the Bizo platform is rich, anonymous, third-certified data on over **85 million business professionals** which gives Bizo, by far, the largest targetable business audience on the web.

Bizo Analyze keeps track as any of these targetable business people visit your Web site and provides live reporting via your Bizo Analyze dashboard. Plus, you can export data and see how your site traffic indexes against other Web sites overall. Bizo Analyze has been **audited** and **certified** by **BPA Worldwide** as a valid and non-personally identifiable source of online business audience data.

### Getting started

Bizo Analyze can be easily **deployed in less than 24 hours** by whoever manages your website. To get started today:

- Sign up for Bizo Analyze online at:  
<http://www.bizo.com/marketer/analyze>
- Put the Analyze tags on the pages you want to track
- Within 24 hours, you'll know the bizographics of your audience!

### About Bizo

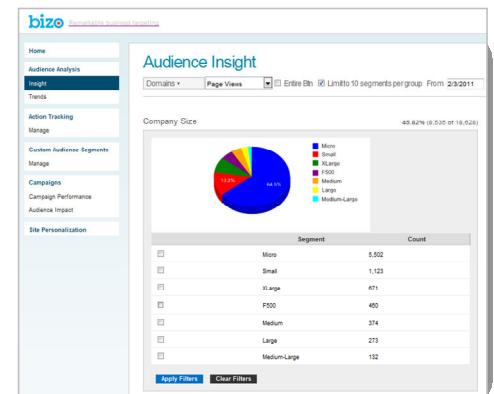
Bizo is how marketers reach and engage business professionals, wherever they travel across the business Web. Hundreds of leading brands including AMEX, Monster, Jaguar, Microsoft, and FedEx count on the Bizo Audience Marketing Platform provides to reach, educate and influence their target business audiences online. **To sign up** for your **free Bizo Analyze Tags** or for more information, visit [www.bizo.com](http://www.bizo.com), email [sales@bizo.com](mailto:sales@bizo.com), or call 1-866-497-5505.



The Bizo platform and methodology has been audited and certified by BPA Worldwide

“With Bizo, we were able to translate our customer segmentation work into targeted advertising. We achieved greater results with reduced spend. The ROI was fantastic.”

– Rocky Brown, Marketing Manager,  
Hoovers



Bizo Analyze provides clear visibility into the bizographic make-up of website visitors