

How Well Do You Know Your Audience?

As a publisher, there is a direct correlation between how well you know your website audiences and your ability to monetize them.

The **Bizo Audience Marketing Platform** includes a **free, website audience reporting & analytics toolkit** that enables you to gain clear visibility into the **business demographic** or “bizographic” **make-up of your website visitors**. Bizo will show you how your audience breaks down by industry, company size, job function, seniority, and more.

The value of knowing

Bizo’s audience analytics pinpoints areas of strength and weakness with your Web site audience, so you can more effectively tailor content to your actual visitors. And, you can share your Bizo stats with potential advertisers to **demonstrate the quality and value of your audience**.

How it works

The key is the data. At the core of the Bizo platform is rich, anonymous, third-certified data on over **100 million business professionals** which gives Bizo, by far, the largest targetable business audience on the web.

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

Getting started

Bizo’s free reporting & audience analytics toolkit can be easily **deployed in less than 24 hours** by whoever manages your website properties. To get started today:

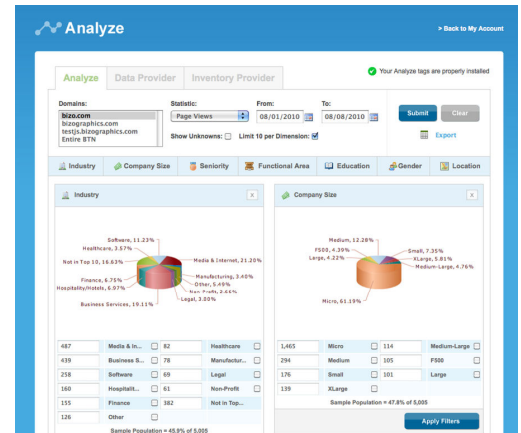
- Sign up at: <http://www.bizo.com/bizographics/analyze>
- Put the Bizo Insight tags on the pages you want to track
- Within 24 hours, you’ll know the bizographics of your audience!



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

"Bizo has given us truly unique insight into the precise business professionals that we serve and the power to engage them more effectively."

Brian DeWeese VP Publisher Relations of the FinancialContent Ad Network



Bizo gives you clear visibility into the business demographic make-up of your Web site audience

To Learn More...

To sign up for your free Analyze Tags or to learn more about how Bizo can help take your digital media strategy to the next level, visit www.bizo.com, email bizdev@bizo.com or call us at 1-866-497-5505.