

## Keep Selling Even After You're Sold Out

You have worked hard to build a valuable Web site audience, and your advertisers know it. Now, you can maximize the value of that audience, even if you've already sold every impression on your site.

The **Bizo Audience Extension** platform helps you expand revenue by enabling you to connect your advertisers to your audience, wherever they go across Bizo's leading business audience targeting network – which includes more than 6,000 business, professional, news and other B2B publishing sites across the web.

## Create new value for your advertisers

Develop a stronger, strategic relationship with your advertisers by delivering the value of your audience, both on and off-site. Bizo Audience Extension enables you to provide your advertisers a unique way to increase frequency, extend their reach and gain additional exposure to your targeted audience. In short, Bizo Audience Extension helps you:

- **Deliver more scale** with additional frequency for your advertiser campaigns
- Enhance your advertiser **branding** and **traffic building** efforts
- Ensure that your advertisers' ads will appear **only** on **b2b** publishing and other **high quality business-oriented sites**

## Extend revenue opportunities for your sales team

Don't leave money on the table. Extend your digital media strategy by extending your audience. Arm your sales team with Bizo Audience Extension, so that when they have advertisers who want more, your reps are in a position to upsell – every time.

## About Bizo

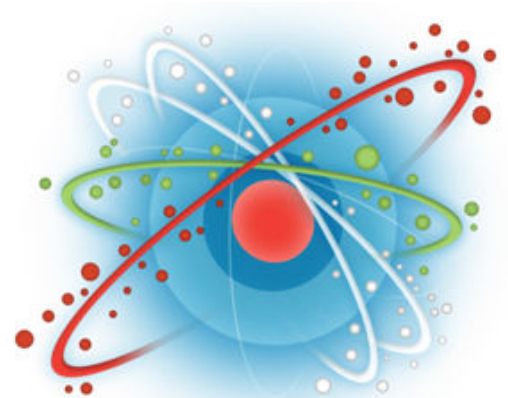
Bizo is the answer to taking your digital strategy to the next level where you can create value in entirely new ways for your advertising clients and generate new revenue streams in the process. Join over 1800 of the top business publishers who have already turned to Bizo to better monetize their audiences both on and off-site. Bizo has been **BPA audited** and **certified**.



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

"Bizo gives us more than 100% better value for our impressions than any other ad network while delivering additional revenues from anonymously targeting our audience after they have left Spoke. That's real money that goes right to our bottom line."

– Frank Vaculin, the CEO of business information publisher Spoke



Bizo Audience Extension allows your advertisers to reach your audience, wherever they go across the business Web

### To Learn More...

To learn more about how Bizo can help take your digital media strategy to the next level, visit [www.bizo.com](http://www.bizo.com), email [bizdev@bizo.com](mailto:bizdev@bizo.com) or call us at 1-866-497-5505.