

## Monetize Your Web Site Audience – Even After They Leave Your Site

Hundreds of top brands count on Bizo's third-party certified **Audience Marketing Platform** to measure, reach, engage, and convert their targeted **business audiences online**. These advertisers look to Bizo to precisely target the high value audiences they covet by specific business demographics or "bizographics" including company size, industry, job function, seniority, and more.

**The Bizo Data Provider Program** creates an entirely new revenue stream for publishers. Participating publishers share in revenues earned when their anonymous audience data is used for bizographic targeting via Bizo's Platform.

Join hundreds of participating publishers who earn "found money" every day by monetizing their audience data through Bizo.

### Anonymous bizographics are the key

At the core of the Bizo platform is online business audience data – specifically rich, **anonymous** bizographic data on over 100 million business professionals. By contributing **non-personally identifiable information** (non-PII), participating Data Provider Partners are paid a share of the advertising revenue whenever their non-PII data is used for bizographic targeting. In essence, Data Providers earn revenue from other company's inventory.

### Third-party validated

Bizo is the first and **only third-party certified online business audience data provider**. Based on a rigorous audit that included validation of Bizo's systems, procedures, and data collection methods, BPA Worldwide ([www.bpaww.com](http://www.bpaww.com)) has certified our platform and the underlying "bizographic" data that powers it, as a valid and non-personally identifiable source of business audience data.

### About Bizo

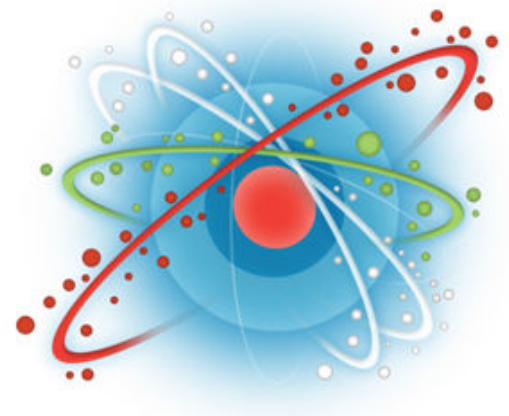
Bizo is the answer to taking your digital strategy to the next level where you can create value in entirely new ways for your advertising clients and generate new revenue streams in the process. Join over 1800 of the top business publishers who have already turned to Bizo to better monetize their audiences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



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

"We pride ourselves on providing keen business content and creating solid opportunities for marketers to reach important decision makers. Bizo has taken this commitment to new levels of innovation and access while increasing our revenue opportunities."

– Brian DeWeese, VP Publisher Relations  
of the FinancialContent Ad Network



Publishers that participate in Bizo's Data Provider Program earn \$ whenever their data is used for bizographic targeting

### 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.