

Get the Value You Deserve for Your Unsold Inventory

Advertisers count on Bizo to put their ads, messages, and brand in front of the **high value business audiences** they covet. Bizo's ability to deliver **precisely targeted ads** means higher conversion rates and higher campaign ROI for advertisers – and a significant revenue opportunity for publishers.

The **Bizo Inventory Provider Program** enables publishers to earn more for their unsold ad inventory. Since advertisers look to Bizo to target prospects by specific business demographics or “bizographics” (e.g., industry, company size, job function, seniority), we're able to sell your secondary ad inventory at **2-3x higher CPMs** than anyone else.

Create a new revenue stream

Ads delivered over **Bizo's Audience Marketing Platform & Ad Network** are audience targeted, not site targeted. Therefore, the revenues you earn through Bizo are always incremental and non-competitive with your direct sales effort.

So, do you have secondary inventory that's not monetizing well? Bizo can help you **turn remnant inventory into remarkably targetable inventory** that sells at a premium.

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) 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

"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



Precise ad targeting through Bizo means publishers earn 2-3X higher CPMs on their secondary inventory

To Learn More...

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.