

Legendary Audience Monetization through Bizographic Targeting

You already understand the value of segmenting your web audience for advertisers. Simply put, advertisers will pay more if you can target and deliver their ads to the right business audiences on your web properties. What if you could deliver, at scale, their ads to just Fortune 500 Execs -- or SMB sales and marketing managers -- or CFOs in Healthcare?

Bizo Private Audience Targeting enables publishers to segment their audience by **business demographics** (e.g., industry, job function, seniority, company size) and up-sell their advertisers with the ability to target high-value ads to specific business demographic – or “bizographic” – segments.

Unlock the value of your audience...at scale

The key to maximizing your audience monetization opportunities through targeting is scale. Most business publishers understand their audience at a high-level, but to drive additional revenue, you need real-time target/segment data at the “decision point”, i.e. when you are ready to serve an ad.

Bizo anonymously tracks the bizographics of **over 100 million business professionals** which means we've got you covered. By overlaying the Bizo data across your Web site audience, you can get the scale you need in a broad range of high-value target segments.

Arm your sales team with a compelling upsell opportunity

Bizographic targeting delivers high value to advertisers and provides a potent upsell opportunity for your sales team. Bizo can make every customer conversation even more compelling by enabling your reps to deliver the value of pinpoint audience targeting and improve campaign ROI for your advertisers.

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 business audience data have been audited and certified by BPA Worldwide

“Bizo’s targeting capabilities have enabled advertisers for the first time to directly reach specific groups within that user base, in turn yielding significantly higher revenue for Plaxo “

– Peter Lester, VP of Business Development, Plaxo



Bizo Private Audience Targeting enables advertisers to target your audience by specific, high value business demographics

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.