

The SMB Audience Targeting Conundrum

Your target SMB prospects are everywhere. That's the good news. Unfortunately, it also makes **SMB audiences** especially **difficult to access** cost-effectively.

Whether you're marketing productivity software, office supplies or any one of the myriad of products and business services consumed by SMBs every day, the key to impactful marketing comes down to getting your brand & message in front of the right decision makers, long before they're considering a purchase -- and staying top of mind until they're ready to buy. This is where Bizo comes in.

Leading marketers count on Bizo to reach SMB

Over 400 brands including SMB-focused marketers like UPS, American Express, Symantec, FedEx, ADP, Capital One and Intuit team with Bizo to educate and influence their target audiences, early and often, wherever they travel online.

Fueled by rich, anonymous, 3rd-party certified business demographic data (e.g., company size, industry, job function, seniority) on over **80% of the US business population**, the **Bizo Audience Marketing Platform** enables a range of digital marketing programs including **precise display ad** and **social media** targeting, and deep **audience analytics** that marketers deploy to reach SMB decision makers.

A closer look at the Bizo audience

Bizo can reach the specific SMB audiences responsible for buying products and services for their organizations including:

- ✓ **37.5M** Professionals in **Micro** (1-20 person) companies
- ✓ **8.6M** Professionals in **Small** (21-100 person) companies
- ✓ **5.3M** Professionals in **Medium** size (100-500 person) companies
- ✓ **10.8M** Executives and **1.8M** C-Suite Execs

Bizo's SMB audiences are buying solutions

comScore indexed Bizo's audience segments against comScore's US online consumer behavior database. The resulting **comScore Bizo Index** revealed:

- ✓ Bizo's **Small business** audience is **119%** more likely to buy **shipping services** online
- ✓ Bizo's **Micro** audience is **282%** more likely to buy **laptops** online
- ✓ Bizo's **Midsize** audience is **80%** more likely to search for **car rentals** online
- ✓ Bizo's **Executive** audience is **847%** more likely to buy **office supplies** online

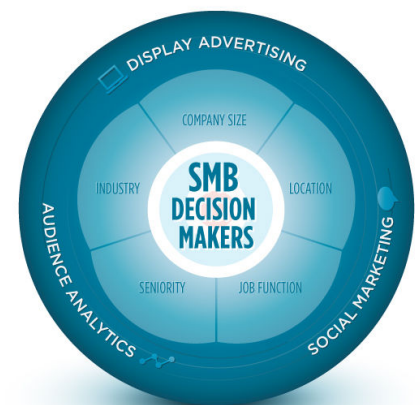


"For over two years now, Bizo has been instrumental in helping us reach our target buying audiences online which include local business owners."

– Rachel Rudisill, Advertising Manager,
Express Employment Professionals



Leading brands team with Bizo to reach, engage, and convert their SMB audiences



The Bizo platform provides cost-effective, precise access to SMB buying audiences

To Learn More...

To learn more about precise business audience marketing through Bizo, visit www.bizo.com, or call us at 1-866-497-5505.