

### Reach Target Prospects with Precision

Organizations are bombarded with a dizzying array of technology solutions each with its own value prop, ROI, and feature set. Whether you're marketing **software**, **hardware**, or **cloud-based solutions**, the key to great technology marketing comes down to getting your brand & message in front of the right influencers and 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 tech marketers count on Bizo

**Over 400 brands** including tech leaders like Microsoft, Oracle, Salesforce.com, Symantec, Verizon, Citrix, Autodesk, VMWare, Dell, Sage Software, and HP team with Bizo to educate and influence the right business audiences, early and often, wherever they travel online.

Fueled by rich, anonymous, 3<sup>rd</sup>-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 stakeholders responsible for tech buy decisions.

### A closer look at the Bizo audience

Bizo can precisely reach the audiences that own tech solution due diligence, business case development, and the ultimate purchase decision including:

- ✓ **10.8M** Executives and **1.8M** C-Suite Execs
- ✓ **6.3M** IT Professionals and **9.2M** Finance Professionals
- ✓ **6M** Professionals in Fortune 500 companies

### Bizo's audience is buying technology solutions

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

- ✓ Bizo's **IT** audience is **100%** more likely to search for **software** online
- ✓ Bizo's **Operations** audience is **72%** more likely to seek info on **web hosting**
- ✓ Bizo's **Executive** audience is **354%** more likely to buy **hardware** online
- ✓ Bizo's **IT** audience is **504%** more likely to buy **Electronics & Computing Products** online
- ✓ Bizo's **Small Company Business Professional** audience is **267%** more likely to buy **laptop computers** online

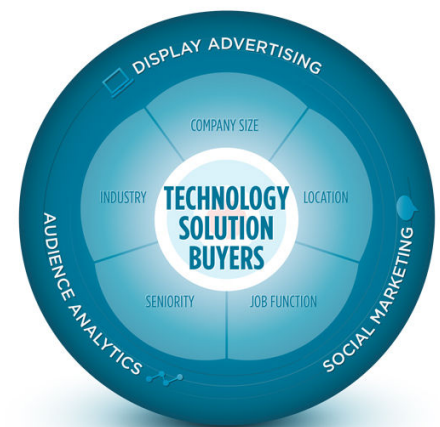


Bizo is able to place our ads precisely in front of our ideal prospects across the web. The resulting precision is an essential part of meeting our online advertising objectives."

– Jon Miller, VP of Marketing, Marketo



Leading technology brands team with Bizo to enable their online marketing initiatives



The Bizo platform provides cost-effective, precise access to technology buying audiences – at scale

### To Learn More...

To learn more about precise business audience marketing through Bizo, visit [www.bizo.com](http://www.bizo.com), or call us at 1-866-497-5505.