

## Bizographics: The Fuel Powering Bizo's Business Audience Targeting Platform

### What are "bizographics" exactly?

The Bizo business audience targeting platform is powered by "bizographics"—rich, anonymous, third-party-certified data on **over 85 million business people**. Bizographics include information such as a business person's industry, job function, company size, seniority, and more.

### Where does Bizo get its data?

Bizo has developed the industry leading technology platform for gathering and organizing vast amounts of non-personally identifiable information (non-PII) bizographic information. Bizo data is collected from the following sources:

- **Registration Data** – Bizo has partnerships with hundreds of publishers that own thousands of sites across the Web. When a user on a Bizo publisher's site logs in or signs up, the **publisher passes Bizo the visitor's non-PII registration data**. Bizo then takes this registration data and transforms it into anonymous bizographic segments so that it can be safely used on the Internet.
- **Vertically-Focused Publishers** – When a Bizo **publisher is narrowly focused on a niche business industry** (e.g. HR.com), its **audience members are defaulted** into the functional area that would be representative of the specific niche (e.g. HR.com would default its audience members to a job function of "Human Resources.")
- **Proprietary IP Conversion** – When a visitor goes to a Bizo publisher's Web page, **Bizo looks up the referring IP address** and determines if it is a business IP address (e.g. Boeing.com). Bizo then converts this information into its bizographic "buckets" (e.g. Company Size = Fortune 500 and Industry = Aerospace Manufacturing).
- **Off-line Databases** – **Bizo partners with leading suppliers of off-line business data**. These databases are loaded into the Bizo platform so they can be referenced in real time at various points in the process of building out bizographics for a visitor. As with any of Bizo's data collection mechanisms, personally identifiable data is never stored in the final bizographic profile.
- **E-mail Data** – When **select publisher partners send properly configured marketing emails to their opt-in customer lists, bizographics can be generated**. E-mail recipients who open and/or click on an email from a browser-based email system transmit bizographics in much the same way registration data is passed from a publisher's website.

"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

## How accurate is this data?

Bizo's leading edge platform combines **best-in-class data sources** with data optimization techniques including **data scoring algorithms, machine learning, and human oversight** to provide the highest quality, best performing business audience targeting data available today.

Data Source	Quality Assurance
Registration Data	Because this data is explicitly provided by registered users of a Bizo publisher's site, it represents the most valuable, quality information available.
IP Data	IP data is implicit data drawn directly from a visitor's browser. An IP address provides geographical data and when a visitor browses from a workplace, Bizo also uses third-party and proprietary off-line databases to confirm and convert the company domain and name into usable bizographic segments.
Vertically-Focused Publishers	The default audience data taken from these publishers undergoes rigorous testing to ensure accuracy. These publisher sites are screened carefully to confirm that they serve a highly vertical business segment and Bizo tests the actual traffic on the site using its Bizo Analyze tags. The tag reports back the traffic's demographics and must return data on a statistically viable sample of the population before the test will be considered valid.
Off-line Databases	Bizo uses only the highest quality off-line data sources such as Hoover's, a Dun & Bradstreet company, InfoGroup, Jigsaw, and ZoomInfo.

## Data Optimization Techniques

Our data scoring **algorithms merge data from multiple sources in real time to improve the accuracy and completeness of bizographic profiles** over time. We score each element in a bizographic profile based on the source of the original data and the algorithms used to classify that data. This ensures that bizographic profiles contain the most reliable information classified by the best algorithm available.

## Bizo is certified by BPA Worldwide

A testament to the quality and accuracy of its data, **Bizo is the first and only third-party certified B2B online 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)), the global industry resource for verified audience data and media knowledge, has certified the Bizo platform and the underlying "bizographic" data that powers it, as a valid and nonpersonally identifiable source of B2B audience data.

### To Learn More...

To learn more about precise B2B audience targeting through Bizo, visit [www.bizo.com](http://www.bizo.com), or call us at 1-866-497-5505.