

Bizo Powers Precise Online Marketing

Bizo is your answer to reaching, engaging, and converting **precise business audiences online**. The Bizo platform includes rich, anonymous data on over 85 million unique business professionals and fuels a proven approach to online marketing based on a prospect's business demographics or "bizographics" including industry, job function, seniority, company size and more. Bizo has been **BPA audited** and **certified**.

Know your audience

Bizo Analyze is a free, web-based tool that gives you clear visibility into the bizographic make-up your website visitors so that you can create relevant website content and know whether your campaigns are driving the right traffic.

Never waste an ad impression again

Bizo Reach enables marketers to put online display ads in front of the right business audiences – every time. Leading brands and agencies use Bizo to precisely target and deliver the right message to the right audience across the business Web.

Engage web visitors to increase site conversions

Bizo Engage enables you to tailor your web site content to the business demographic profile of each visitor to increase site conversions and improve ROI across all of your online marketing programs.

Keep your brand in front of the right prospects

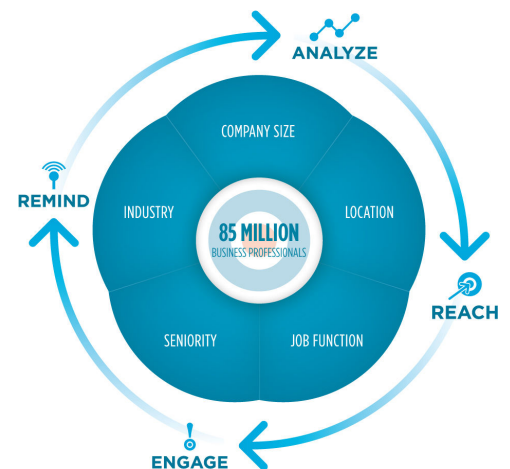
Your prospects need multiple touch-points to convert into customers. **Bizo Remind** improves conversion rates by enabling you to keep your message and brand in front of the right prospect so that your company and its offerings are top of mind.

Third-party validated

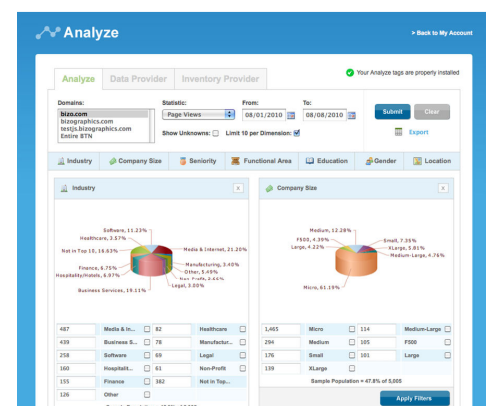
Bizo is the **only third-party certified online business audience data provider**. BPA Worldwide (www.bpaww.com) has certified the Bizo platform and the "bizographic" data that powers it, as a valid and non-personally identifiable source of business audience data.

"Bizo's ability to reach the exact audience we care about, and put our ads in front of them early and often really proved a key pillar to our marketing strategy."

– Karina Peña Garcia
Senior Director, Marketing,
The Direct Marketing Association



Bizo enables the four steps to online marketing success



Bizo Analyze provides clear visibility into the bizographic make-up of website visitors

Sample Targetable Bizographic Segments

These are just a few of the targetable bizographics segments that Bizo tracks:

Industry		Company Size	Functional Area
Accounting & Accounting Services	Import Export	Fortune 500	Consultants
Advertising & Marketing	Insurance	Xlarge	C-Suite
Agriculture	Law Firms & Legal Services	Large	Engineering/Technical
Architecture	Management Consulting	Medium	Finance
Business Services	Manufacturing	Small	HR
Commercial Planning	Media & Internet	Micro	Information Technology
Construction	Metals & Mining		Legal
Consumer Services	Newspapers & News Services	Seniority	
Cultural	Non-Profit	Board Members	Marketing
Education	Pharmaceuticals	Executives	Medical/Health
Energy, Utilities & Waste	Real Estate	Mid-Management	Nurses
Finance	Retail	Non-Management	Operations
Government	Search Engines & Internet Portals		Sales
Healthcare	Software		Scientists
Hospitality/Hotels	Telecommunications		
HR & Recruiting	Transportation/Travel		

Precise Targeting, Proven Results

Here are just a few of the hundreds of marketers that count on Bizo to measure, reach, engage, and convert their targeted business audiences online.



About Bizo

Bizo is how marketers reach and engage business professionals, wherever they travel online. Hundreds of leading brands including AMEX, Monster, Jaguar, Microsoft, and FedEx count on the Bizo platform to reach, educate, and motivate their targeted business audiences online, boosting the effectiveness of every dollar invested across their marketing program mix. For more information, visit www.bizo.com or call 1-866-497-5505.