

Maximize Your Audience Monetization - Both On and Off-Site

Bizo is the answer to taking your digital strategy to the next level so you can improve audience monetization, generate new revenue streams and create value in entirely new ways for your advertising clients 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.

Know your audience

The **Bizo Audience Marketing Platform** includes a **free, website audience reporting & analytics toolkit** that enables you to gain clear visibility into the business demographic or “bizographic” make-up of your website visitors (e.g., by industry, job function, seniority, company size, and more) so you can tailor content and demonstrate the value of your audience to potential advertisers.

Get the value you deserve for your unsold inventory

Bizo’s Inventory Provider Program enables publishers to earn more for their unsold ad inventory. Advertisers look to Bizo to target precise audiences so we’re able to sell your secondary ad inventory at 2-3x higher CPMs than anyone else.

Earn ‘found money’ via your audience data

Bizo’s Data Provider Program creates an entirely new revenue stream for publishers. Participating publishers share in revenues earned when their anonymous audience data is used for bizographic targeting via Bizo’s Audience Marketing Platform.

Keep selling even after you’re sold out

Bizo Audience Extension can help you earn revenue from your site visitors wherever they go across Bizo’s leading Business Audience Targeting Network which includes more than 6,000 B2B, professional, news and other high-quality sites geared to business audiences.

Earn higher CPMs by delivering targeted audience segments to your advertisers

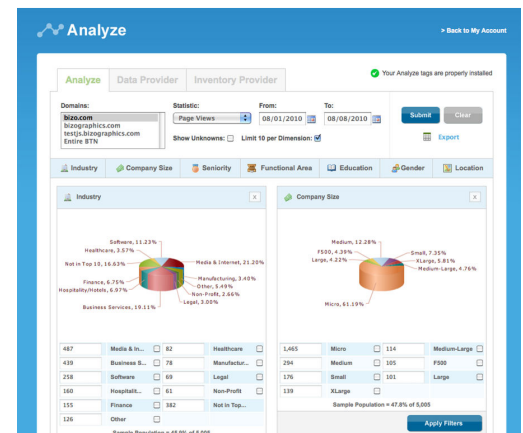
Bizo Private Audience Targeting enables publishers to segment their audience by business demographics and up-sell their advertisers the ability to target high-value ads to specific bizographic segments.



The Bizo platform and methodology has been audited and certified by BPA Worldwide

"Bizo gives us more than 100% better value for our impressions than any other ad network while delivering additional revenues from anonymously targeting our audience after they have left Spoke. That's real money that goes right to our bottom line."

– Frank Vaculin, the CEO of business information publisher Spoke



Bizo gives you clear visibility into the business demographic make-up of your website audience

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.