

Reach Your Target Business Audiences with Precision – and at Scale

Hundreds of brands count on Bizo to put their brands, messages and offers in front of exactly the right business audiences, early and often, wherever they travel online. Powered by rich, anonymous, 3rd-party certified business demographic data (e.g., company size, industry, job function, seniority) on over **100 million business people** and reaching more than **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** to cost-effectively reach your target audiences with precision – and at scale.

Solutions Designed to Your Campaign Objectives

The **goal line** for many Bizo-enabled campaigns is high impact **online branding**, whereas others run campaigns with Bizo to meet specific **direct response** objectives. Looking to ensure that your audience knows who you are, what you do, and why you matter? **Bizo Branding Campaigns** can make the difference. Keen on driving best-fit prospects down the funnel – and preparing them to buy? **Bizo Direct Response Campaigns** can spur your target audience to take action. To determine which path is best for you, see the “*Bizo Branding vs. Bizo Direct Response*” Comparison Table on page 2).

A Closer Look at the Bizo Audience

Given the high relative education and affluence level of business professional audiences, it's not surprising that separate studies by Aperture and [comScore](#) revealed Bizo's audience to be among the most highly desirable and motivated consumer populations online. Indeed these research studies confirmed that Bizo audiences are:

- **Wealthy:** Bizo's **Executive** Audience index at 900+ for \$250K HHI and \$500K+net-worth
- **Seeking Purchase Information:** For example, Bizo's **Executive** audience is **132%** more likely to visit *Online Trading sites*; Bizo's **Marketing** audience is **112%** more likely to visit *Airline sites*
- **Making Purchase Decision:** For example, Bizo's **Tech Professional** audience is **580%** more likely to buy *hardware* online; Bizo's **Small Business Professional** audience is **161%** more likely to buy *Mobile Phones and Plans* online



The Bizo platform and online business audience data have been audited and certified by BPA (www.bpaww.com)

“The insight Bizo provides has allowed us to focus and optimize our clients’ advertising efforts like never before. Bizo helps us reach the very specific business audiences that matter to our clients.”

– Rick Segal, Worldwide President, Chief Practice Officer, Gyro



Bizo's Audience Marketing Platform provides cost-effective, precise access to your target business audiences – at scale

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.

Bizo Branding vs. Bizo Direct Response

Marketers and their agency partners tap the Bizo Platform to ensure growing, consistent brand awareness and a steady flow of leads into their nurture processes. Here's how **Bizo Branding** and **Bizo Direct Response** campaigns compare.




Description	Bizo Branding	Bizo Direct Response
Objectives	Audience Reach & Increased Awareness	Defined Direct Response Goals
Guaranteed Delivery	✓	
Premium Inventory	✓	
Performance Inventory		✓
Business Audience Targeting	Precise	Optimized
Retargeting	✓	✓
Audience Share of Voice	✓	
Brand Study	✓	
Audience Analytics	✓	✓
Site Transparency	Transparent	Brand Safe

Sample Targetable Bizographic Segments

These are just a few of the targetable bizographic 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	Marketing
Cultural	Non-Profit	Board Members	Medical/Health
Education	Pharmaceuticals	Executives	Nurses
Energy, Utilities & Waste	Real Estate	Mid-Management	Operations
Finance	Retail	Non-Management	Sales
Government	Search Engines & Internet Portals		Scientists
Healthcare	Software		
Hospitality/Hotels	Telecommunications		
HR & Recruiting	Transportation/Travel		

Precise Marketing, Proven Results

 <p>Targeting: Small business owners</p> <p>Results: Improved ~180% CTR, ~133%; Top performing network</p>	 <p>Targeting: HR Execs</p> <p>Results: A top performing network based on CPL and other key metrics</p>	 <p>Targeting: Execs in retail, healthcare, construction, software</p> <p>Results: Better quality of applicants signing up for credits cards</p>	 <p>Targeting: Small business owners</p> <p>Results: ~120% CPR improvement; Top Performing Network</p>	 <p>Targeting: Sales in micro/small biz; Marketing in med biz</p> <p>Results: ROAS increased ~ 300% by 2nd month; CTR 3X higher</p>
				



"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 of Marketing,
The Direct Marketing Association



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



"With Bizo, we were able to translate our customer segmentation work into targeted advertising. We achieved greater results with reduced spend. The ROI was fantastic."

– Rocky Brown, Marketing Manager, Hoovers



"We build unique programs with Bizo for almost every one of our clients. It's our first choice when it comes to targeted business-to-business display programs."

– Frannie Jay Danzinger,
Senior Vice President of Media, Gyro

Bizographic Targeting Creative Guidelines

Banner	Skyscraper	Wide Sky	Leaderboard	Med. Rectangle
468x60	120x600	160x600	728x90	300x250

* additional sizes may be available by request

General Creative Requirements

- All creative subject to Bizo approval
- Sponsor of advertising placement must be clearly displayed
- No more than 15 seconds total, 3 loops, no more than 5 seconds per loop. All animation must stop after 15 seconds
- Max file size: GIF/JPG 40k, Flash 40k, HTML 2k
- Complete Border required for all ads. Do not use white
- Audio: User-initiated
- Video: Auto-play upon load (with user-initiated sound)
- No audio looping
- The use of the word "Free" in any ad MUST fully comply with all state and federal guidelines, and disclose all material terms and conditions to obtain the free item; in particular, ad units which claim to offer "free gifts" which in fact require the user to sign up for one or more offers, trial subscriptions, etc., must disclose how many offers the user must complete before receiving the gift

HTML Requirements

- The total number of supporting files can not exceed 8 components per creative unit.
- Creative may not contain more than 2 images.
- Navigation to the landing page must be via [http://](#) or [https://](#) hyperlink URLs.

Flash Requirements and Specifications

- Must have backup image
- No misleading functions, i.e, if graphic contains radio buttons, drop-downs, etc., they must function as such
- Click-through functions must use the "getURL" command: `On(release) {getURL (clickTag, "_blank");}`
- When sending Flash banners to Bizo, please provide the following in a unique zip file per banner:
 - .swf file
 - Default .gif or .jpg file
 - Click-through URL
- Ensure that your ActionScripts support [https://](#) destination urls.

Third Party Creative

- Third party creative must fit within the proper guidelines specified above.
- All third party creative must be able to accept a dynamically generated click tracking url.
- Bizo requires that all third party and HTML tags be able to handle a click-tracking URL. Please include instructions on how to utilize this click-tracking functionality along with third party creative.
- Individual third party tag must be generated for each unique creative.

Click Tracking Details

- Bizo requires that the entire creative be clickable to increase click through ratio and performance.
- All creative must spawn a new window.
- All Flash creative must contain a clickTag variable.
- The Bizo ad server needs to track both the click and acquisition events.

Expandable Units

- Adhere to size and creative restrictions, above.
- Expand Method: Automatic or by click expand method.
- Dimensions: Can expand horizontally to a total width of 700px and vertically to a total height of 400px.
- Close Method: A close button (both "Close" and "X") must be visible at all times.
- Backup Creative: a backup .gif or .jpg for users with missing plug-ins or unsupported browsers.