

Enabling Precise Business Audience Targeting Across the Web

Bizo is the world's largest **B2B audience targeting platform and advertising network**, currently reaching more than 70% of the U.S. business population on **thousands of sites** across the business Web. Powered by rich, third party-certified data on over **85 million business people around the world**, the Bizo platform enables B2B marketers, agencies, publishers, and ad networks to understand the business demographic or "bizographic" makeup of site visitors, and precisely target and engage business professionals online.

Bizographics hold the key

At the core of the Bizo platform is B2B online audience data -- specifically anonymous bizographic data including a business professional's industry, company size, job function, seniority, and more. Bizo gathers vast amounts of **non-personally identifiable information** (non-PII) bizographic information through its B2B publisher partners in the form of subscription information, business registrations and other online data sources.

Third-party validated

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) has certified the Bizo platform and the underlying "bizographic" data that powers it, as a valid and non-personally identifiable source of B2B audience data.

How can Bizo create value for you?

Bizo is partnering with companies across the online advertising ecosystem:

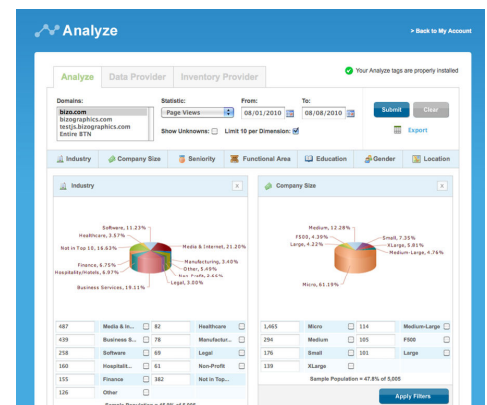
- **B2B Marketers** - including hundreds of the top B2B brands, and their agencies - count on Bizo to measure, reach, engage, and convert their targeted business audiences online.
- More than 500 of the top **B2B Publishers** have already turned to Bizo to better monetize their audiences both on and off-site.
- Leading **Ad Networks** such as AOL, interCLICK, Collective Media, Yahoo, Audience Science, Invite Media, Turn and more all count on Bizo to target business audiences across their networks for their B2B advertising clients which has created in some cases more than 100% lift in the value of ad inventory



The Bizo platform and B2B audience data have been audited and certified by BPA Worldwide

"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


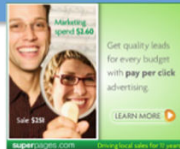










Bizo Analyze gives you clear visibility into the business demographic make-up of your website visitors

To Learn More...

To learn more about precise B2B audience targeting through Bizo, visit www.bizo.com, or call us at 1-866-497-5505.

Precise Targeting, 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> 
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Legendary Audience Monetization

"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



The Industry's Choice for B2B Data

"We recognize Bizo as the best B2B data provider and we are pleased to be the first member of their premier reseller program."

– Michael Katz, President of interCLICK

"Bizo is the clear leader in data for targeting business professionals online."

– Omar Tawakol, CEO of Bluekai



Enabling the 4 Steps to Online Marketing Success

Bizo is the B2B marketer's answer to reaching, engaging, and converting precise business audiences online.



- **Analyze** the bizographic make-up of website visitors
- **Reach** specific business audiences with precisely targeted display ads
- **Engage** website visitors to drive conversions
- **Remind** the right prospects by keeping your message in front of them



Powered by anonymous, third party-certified bizographic data on 85M+ business people globally

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

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 uris.

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.