

Model of Excellence Profile – Bizo

Company Name:	Bizo Inc.	ICG#	11081
Address:	140 Pacific Avenue, San Francisco, CA 94111		
Product Name:	Bizo		
URL:	www.bizo.com	CEO Name:	Russell Glass

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Buy/Sell – Opportunity Finder	<i>Business Model:</i> Advertising & Sponsorship -- Advertising
	<i>Content Models:</i> Original Compilation – Primary Research Harvested	<i>Distribution Model</i> Direct Sales – Captive

Company Overview	<p>Bizo is a data-enhanced B2B ad network that targets advertising based entirely on bizographics: a person’s company size, industry, gender, education level, location and more. Bizo's business is using data — massive amounts of anonymous data — to improve the quality and value of advertising impressions.</p>
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Product/Service Description	<p>Ad networks have for a long time been the antithesis of online advertising with business models based on placing lots of loosely targeted advertising at very low prices. That’s also the primary reason that so few B2B ad networks exist: the massive quantities needed for this sloppy business model just aren’t there.</p> <p>But what if you could target B2B audiences with extreme precision? Response rates would rise, a higher price could be charged for advertising, and users would experience more relevant promotions. Digital Nirvana!</p> <p>That’s exactly where Bizo plays. Bizo has developed relationships with a network of hundreds of B2B sites that supply it with registration data. Then Bizo, a spin-off of ZoomInfo, uses Zoom’s proprietary web harvesting technology to bring in supplemental data on both companies and individuals. After that, the billions of aggregated data points are normalized and carefully de-identified (Bizo knows its success depends on guarding the privacy of personal information) to make them completely anonymous. Once the profile is developed and a cookie is placed on the computers of users to tie them to the anonymous profile, Bizo then serves up targeted advertising every time those users visit a site in the Bizo network. With a growing database of over 45 million business executives, Bizo’s reach is substantial and growing.</p> <p>Bizo didn’t invent the concept of following users across sites based on cookies to serve advertising, but Bizo has taken the concept to a whole new level by overlaying and supplementing registration data with third-party and harvested data to enable a previously unheard-of level of online ad targeting. Bizo backs this up with a slick and powerful real-time analytics back-end available to its customers to track performance. And in a nifty marketing gambit, Bizo allows any website owner to place Bizo tracking codes on their web pages that</p>
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	<p>will yield an absolutely free Bizo profile of their web traffic. It's not only incredibly useful; it speaks powerfully to Bizo's capabilities and value proposition.</p> <p>With much controversy now swirling around the business of behavioral ad targeting, it's useful to note that Bizo truly exists in a different category because its targeting is based on personal and business demographic information, all scrupulously de-identified.</p>		
Year Founded:	2008	BizDev Contact:	Mark Dye
Employees:	10-20	Main Telephone:	866-497-5505
Profile Date:	August, 2009	Primary Market Served:	51 – Professional Services
Ownership:	Private Equity Ownership	Funding Source:	Venture Capital Backed
MofE Class:	2009	MofE Status:	NOMINEE

