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About the Company

Company History

BizViz was founded in 2002 by financial information industry veteran [Stephen Lee](#) and [Russell Perkins](#), founder of the business information consultancy the [InfoCommerce Group](#). Initial start-up funding was provided by InfoCommerce Group, which remains a shareholder in the company.

How It All Began

BizViz was founded in response to a real-world problem faced by business publishers: how to sell the *quality* of their audience in an online world increasingly obsessed with site traffic volume and new business and advertising models built to monetize these huge but generally unengaged audiences.

While BizViz was initially designed to help online buying guide publishers, it has proven effective with B2B magazine sites as well, and has potential applicability to any advertising-based site that doesn't require visitors to register.

BizViz Technology

Since 2002, BizViz has been refining its proprietary methodology to turn visitor IP addresses into detailed company name, address and firmographic information. While other companies have recently begin to focus on this specialized field of visitor identification, it's important to note that *only* BizViz is focused on producing advertiser-specific reporting for publishers.

BizViz Management Team

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