webbula
The Data Quality Experts

Automotive Data I Drive Deep Into Your Audience

Target individuals, discover household automotive needs, identify financially capable purchasers, and fine-tune your automotive customer segmentation with Webbula's consumer data intelligence. Webbula is a data hygiene company at the core, and applies this technology to data aggregated from 100+ sources, providing data accuracy trusted by thousands of brands and agencies.

Audience Examples:

- Year
- Make
- Model
- Body Style
- Classification
- Fuel Type
- Lease or Own

- Automobile Enthusiast
- Number of Vehicles
- Automotive Work Hobbyists
- Mechanics
- Parts Shoppers
- Accessories Shoppers

Sourcing:

- Point of Sale Records
- Warranty Companies
- Repairs
- Surveys
- Aftermarket Parts
- More

Webbula's Automotive Data is unequaled anywhere

Proven 97% Accurate

56 MM Automotive Records

100% Non-Modeled, Deterministic Data

Self-reported from the Auto Owner

Webbula **Scores** and **Validates** Vehicle Data Using:

- VIN Verification
- Year/Make/Model Legitimacy
- Vehicle Standardization
- Extended Attributes

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1999 FORD FLEX

HONDA PILOT
V6

2008 CHEVY SILVERADO
TOWING PACKAGE