

## Webbula Case Study | Real Estate Lead Generation

Webbula recently worked with a national lead generation company that provides lead generation services for the real estate mortgage industry. Without going into details, they essentially collect over thirty-thousand leads a month and then re-sale them to the mortgage industry to help companies generate sales leads. Obviously, this type of business is dependant on the quality of the data they are re-selling.



### Webbula Expertise in Action

Using **Webbula insightData** we provided easy-to-use API integration that allowed them to “drag-and-drop” over thirty-thousand leads a month. This data was then compared to our dataVault truth-set and any errors, fake emails, false addresses, typos, duplicates, or other entry errors would be corrected. The resulting data was then run thru our **cloudHygiene** filters which check for over thirty types of issues that can impact Sender Reputation, such as Spam Traps, Bounces, Moles, Bots, and much, much more.

### Results

The result is a sparkling clean data set that their client’s can rely on, and that our client knows won’t be causing any problems down the road. Just another example of truth in data in action.

