

## Webbula Case Study | The Business Data Store

The Business Data Store had used a wide variety of providers in the past for various services, but was looking for a more comprehensive “all-in-one” provider that they could rely on. Someone that could provide industry-leading verification, hygiene, and data enhancement services under one roof. That’s when they turned to Webbula.



### Webbula Expertise in Action

The Business Data Store began using our cloudHygiene service and quickly realized a significant increase in both match rates and deliverability. After running a test thru cloudHygiene, the initial match rate was 34%, which resulted in a **97%** deliverability rate. Webbula sacrifices quantity for quality, ensuring that our match rates are accurate, reliable, and trusted - something the Business Data Store appreciated. In our very first real world run with one of their clients, Webbula delivered a 33.2% match rate on over 68,000 records which resulted in a **96%** deliverability rate.

In addition, the Business Data Store chose Webbula as their Data Quality partner because of our powerful suite of insightData products - which allow them to offer their clients individual customer level data and demographic information. Making data enhancement and audience targeting an integral part of their own client offerings.

### Results

Since 2011 Webbula has appended & cleaned hundreds of thousands of records for the Business Data Store. Each use is completed in under 24 hours. Webbula’s combination of cloudHygiene and insightData solutions, truth in data quality, fraud-mitigation technology, and customer service is unmatched in the industry.

Match Rate **34%**

Deliverability **97%**

Monthly Average  
Average 30,000 Records