

AUTOMOTIVE DATA

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



Proven 97% Accurate



56 MM Automotive Records



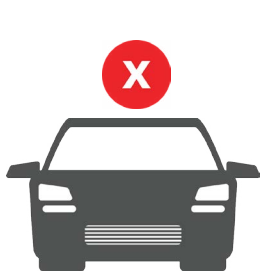
100% Non-Modeled, Deterministic Data



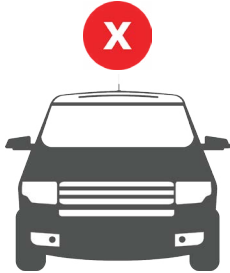
Self-reported from the Auto Owner

Webbula Scores and Validates Vehicle Data Using:

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



ITHPS3IJXB D10168



1999 FORD FLEX



HONDA PILOT V6



1008 CHEVY SILVERADO TOWING PACKAGE