

INTEREST DATA

Targeting your customer’s interests are sometimes like hitting a moving target, especially when your campaign efforts are based off of assumptions. Webbula’s interest categories allow you to go beyond demographics and deliver relevant messaging based on actual interests, hobbies, or online behaviors. Our data quality and accuracy is trusted by thousands of brands and agencies, because Webbula is a data hygiene company at its core. This technology is applied to over 100 sources and partnerships where only the top quality data is aggregated.

Audience Examples:


Donations	Hobbies	Lifestyles	Shopping	Reading
• Animal Rights	• Aerobics	• Upscale	• Children’s Apparel	• Business News
• Religious	• Scuba Diving	• Do-It-Yourselfer	• Automotive	• Parenting
• Environmental	• Domestic Travel	• High-Tech	• Cosmetics	• Weather
• Charitable	• Gardening	• Professional	• Consumer Electronics	• Politics

Big and Tall Men’s Apparel




Dog Owner

Tennis Player



Avid TV & Movie Watcher

Mail Order Buyer



Gourmet Cooking



245 Interest Categories



260 MM Individuals



Self Reported Data



200+ MM Mobile IDs



340 MM Email Addresses



100% Non-Modeled Data