



Webbula's Interest Data gives you the ability to move past assumptions about your target audience. Let's face it, your customer's interests can be like hitting a moving target. Webbula's interest categories can help remove the guess work and go beyond demographic information and deliver relevant messaging based on actual interest, hobby, and online behavior data.

Trust the data trusted by thousands of brands and agencies, trust Webbula insightData.

**Audience Examples Include:**



Donations	Hobbies	Lifestyle	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

Avid TV & Movie Watcher

Tennis Player

Mail Order Buyer

Gourmet Cooking

SUV Owner

Dance Classes

245 Interest Categories

260 MM Individuals

200+ MM Mobile ID's

340 MM Email Addresses

Self-Reported Data

100% Non-Modeled, Deterministic Data