WEBBULA OVERVIEW

Webbula is the industry-leading marketing data quality platform enabling marketers to mitigate email threats, enhance email lists, and create actionable audiences for ad serving. Webbula is headquartered outside Pittsburgh, PA and delivers data quality to brands ranging from Fortune 100 companies to small businesses.

How We Started:

In 2009, Webbula was started to solve email sending problems for marketers. Webbula quickly realized there is an even bigger problem for marketers sending email - fraudulent email data. Because data quality is significant in being successful in the email space, Webbula developed CloudHygiene to identify fraudulent and toxic email addresses as well as PII data.

Today, Webbula provides the highest quality audience data available to online advertisers by working with all major DMPs, DSPs, advertising agencies, and marketers within the robust online marketing ecosystem.

What We Provide:

Webbula provides deterministic (not modeled), authoritative data at the individual level, which is gathered from information the individual volunteers about him or herself through hundreds of sources including surveys, transactions, social media, and publishers to name a few. All data is linked at the individual level making Webbula's data an authoritative truth set. The data is constantly updated through daily, monthly, and quarterly feeds. When Webbula receives data, CloudHygiene is applied to mitigate fraud and threats.

To prioritize quality over quantity, WebbuScore then validates and scores individuals by utilizing postal validation, geolocation, 10-year history, IP validation, name parsing, and family history validation. Marketers leverage Webbula's automotive, B2B, demographic, financial, interest, and political segments to deliver highly-targeted, accurate campaigns at scale.

Why Webbula is Different:

Webbula is a data hygiene company at the core and applies this technology to all aggregated data to ensure premium data quality. Webbula's proprietary fraud-mitigating technology created the foundation for providing the highest level of data quality. Webbula's solutions help marketers avoid fraud, phishing, bots, and overall low-quality data, providing accuracy that outperforms competition. Thousands of brands and advertising agencies trust Webbula to help them target their desired audience and achieve the results they are seeking.

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