



# webbula

The Data Solutions Experts

## dataVault | Frequently Asked Questions

### How does Data Flow into Webbula?

Webbula gets our data directly from consumer's who self-report their own information, such as a customer survey in the following example. Webbula receives this data and applies Email Hygiene to it in order to mitigate fraud and properly score the data for accuracy. Once completed, Webbula sends the data to onboarders for PII anonymization.



An example of a typical data journey from consumer to marketer to Webbula, cleaned, fraud protected, threats identified, errors corrected, and ready for onboarding.



### How does Webbula get Data?

Webbula aggregates data from over 110 different sources, which include publisher partners, transactional events, social media, surveys, and other data providers. Our rigorous quality-centric methodology ensures all of Webbula's data is:



Authoritative



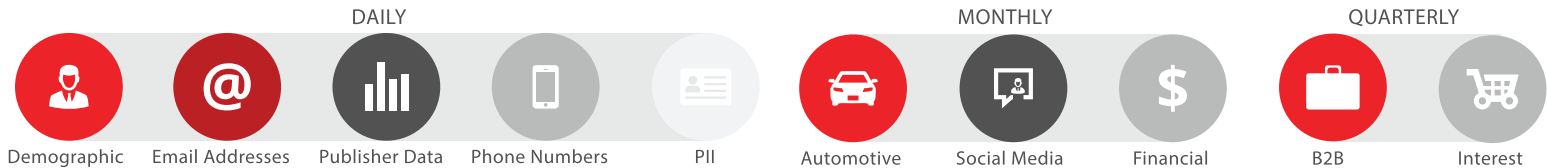
Deterministic



Self-Reported

### When is the Webbula dataVault updated?

Fresh data enables you to target today's consumers and decision makers. Data is constantly flowing from daily, monthly, and quarterly feeds into Webbula, expanding the vault and validating existing audiences.

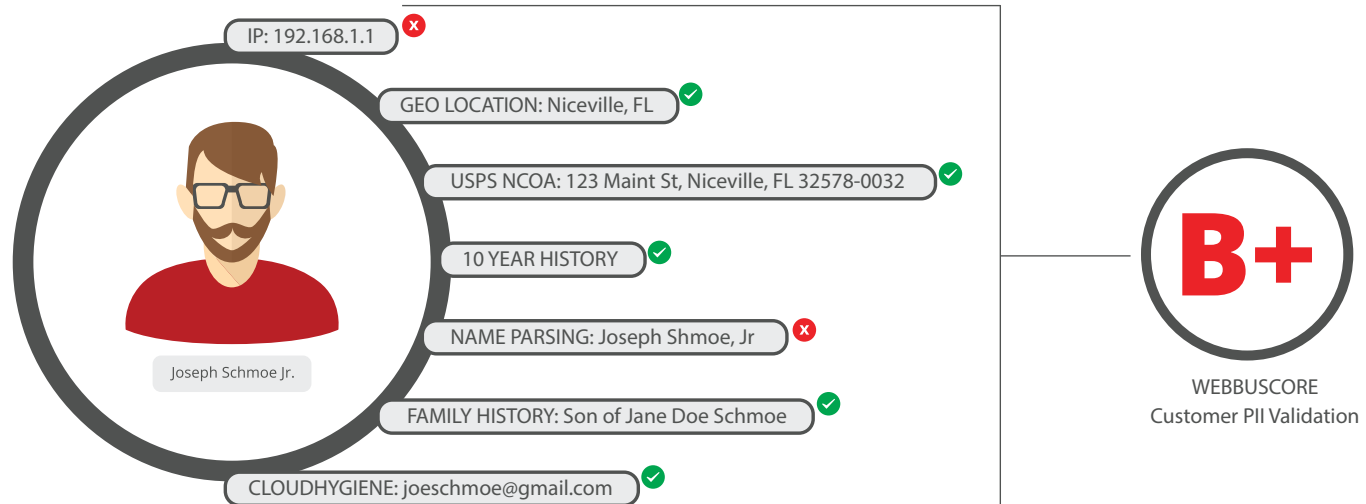




How does Webbula ensure Quality and Accuracy?

At its core, Webbula, is a data technology company with a litany of tools and techniques to maintain quality and authenticate data accuracy.

WebbuScore is an example of how we rank data accuracy.



How is Webbula's Data used?



Data Segments:

