truth{set} **Q3** PROVIDER 2022
truth{set} **Q1** PROVIDER 2022
truth{set} **Q3** PROVIDER 2021
truth{set} **Q2** 2021 SCORED DATA PARTNER
truth{set} **Q2** PROVIDER 2022
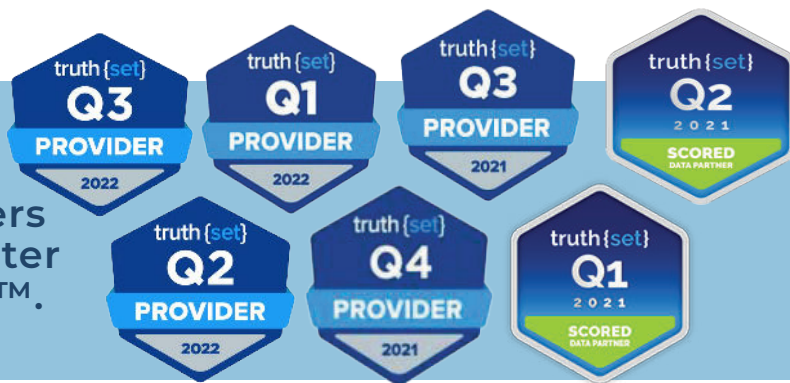truth{set} **Q4** PROVIDER 2021
truth{set} **Q1** 2021 SCORED DATA PARTNER

Webbula has consistently been ranked as one of the #1 data providers across multiple data segments quarter over quarter by Truthset Truthscore™.

⭐ Webbula's Most Popular Segments

Demographic

Age
Gender
Marital Status
Income
Housing
HH Composition
Career
Net Worth
Spoken Language
Social Media User
Credit
Mortgage Purchase Price
Mortgage History
Mortgage Interest Rate
Mortgage Loan Type

Interests

Career & Education
Donations
Food & Drink
Hobbies
Home & Gardening
Investing
Lifestyles
Networking
Pets
Reading
Shopping
Travel
Political Donations
Political Propensities
Voter History

B2B

Size
Sales Volume
Government
Healthcare
Retail
Finance
Software
Occupation
Place of Employment
Professional Groups

Automotive

Year
Make
Model
Body
Class
Fuel Type
Lease or Own
Manufacturer
Number of Vehicles
Purchase Type

What Makes Webbula Different?

✅ **We stitch the data together at the individual level,** not the household level, providing a more accurate picture of cross-channel consumer behavior.

✅ **All of our data is self-reported by the individual** ensuring data accuracy.

✅ **All of our data is purged of fraud, bots, and other inaccurate details** with the help of our multi-method enhancement solution, mitigating the risk of wrong and/or harmful information.

✅ **Our data includes intelligence on over 83% of the US Consumer Market,** offering our customers a broader audience reach.

How does Webbula get its data?

We aggregate data from 100+ different sources, including publisher partners, transnational events, social media, surveys, and other data providers.

Our data is industry-leading premium quality. It is:

Self-Reported   Deterministic   Individually-Linked

About Webbula

Founded in 2009, Webbula is dedicated to truth in data. Our mission is to bring transparency, quality, and ethics to the marketing industry's data supply enabling true data-based solutions for both offline and online channels.