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

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.