AUTOMOTIVE
Discover what revs your audience up, create better campaigns, and drive more sales.
Leverage our Automotive Data to help you identify prospects and current vehicle owners in your target market. Uncover household purchase needs, identify capable financial purchasers, and fine-tune segmentation to reach potential new buyers.

With information on over 271+ Million Consumers, 113+ Million VINs, we’ll ensure you’re confident for your next marketing campaign, outreach program, compliance recall, or other communications.

**What Webbula Automotive Audience Data can do for your campaigns**

**Why Webbula**

**Rated by Truthset,** 
*Webbula* is now exceeding all competitors in the field when it comes to #1 data accuracy.

*Webbula has been accredited for privacy practices via* Neutronian's open beta.

*Webbula aggregates* data from over 110 different sources, including publisher partners, transnational events, social media, surveys, and other data providers.

*Webbula’s data is self-reported*. You can make selections confidently knowing they're 100% deterministic and individually linked.

*Webbula currently has intelligence on over 87% of the US consumer market.*
Webbula Audiences

**Body**
- 2 Door
  - Hardtop
  - Sedan
  - Hatchback
- 3 Door
  - Coupe
  - Liftback
- 4 Door
  - Coupe
  - Hardtop
  - Sedan
  - Hatchback
- 5 Door
  - Sedan
  - Liftback
- Convertible
- Coupe
- Hardtop
- Liftback
- Pickup
- Roadster
- Utility
- Van
- Wagon

**Class**
- Basic Luxury
- Compact Truck
- Crossover Utility Vehicle
- Car
  - Basic Sport
  - Entry Level
  - Lower Midsize
  - Mid Luxury
  - Mid Sporty
  - Prestige Luxury
  - Prestige Sporty
  - Upper / Mid Specialty
  - Upper Midsize
- Full-Size
  - Truck
  - Size Utility
  - Size Van
- Heavy Duty Wagon
- Low-Speed Vehicle
- Medium / Heavy Truck
- Midsize Truck
- Mini Sport Utility
- Minivan
  - Cargo
  - Passenger
- Roadster

**Make**
- Ford
- Chevrolet
- Dodge
- Honda
- Toyota
- Hyundai
- Jeep
- BMW
- Lamborghini
- Tesla
- Mercedes-Benz
- Porsche
- Others

**Manufacturer**
- Antique
- Chrysler Products
- Ford Products
- GM Products
- Luxury Imports
- Budget Imports

**Model Year**
- 2011-2020
- 2001-2010
- 1990-2000
- 1989 & Older Model Years

**Transaction Type**
- Change of Ownership
- Registered
- Other

**Number of Automobiles**
- 1 Automobile
- 2 Automobiles
- 3 Automobiles
- 4 +

**Fuel Type**
- Electric
- Flexible Fuel
- Hybrid
- Gasoline
- Others

**Lease or Own**
- Lease
- Own

**Lien**
- No Liens
- Existing Lien

**Purchase Type**
- New
- Used
Frequently Asked Questions

Q. Where do we get our data?

A. Webbula’s data is deterministic and aggregated from over 110 authentic self-reported and individually linked sources, such as questionnaires, transactions, surveys, aftermarket, purchase history, warranty extensions, telemarketing etc. Taking it a step further, when Webbula receives this data, we apply our multi-method hygiene filters to mitigate fraud and properly score the data for accuracy prior to onboarding.

Q. How often do you update your data?

A. Webbula’s linkages are resynced daily for devices and the signals are updated on daily, monthly, and quarterly cycles.

Q. How is our data used?

A. • Display • Video Ads • Actionable TV • Shopping Cart Abandonment • Streaming • Fuel Type • Retargeting • Mobile Ads • In-app Ads • SEO/SEM Decisions • Audio

Q. Which segments are best performing?

A. Fuel Type • Diesel • Gasoline Manufacturer • Cadillac • Chevrolet • Hummer • Mazda • Buick • BMW • Subaru • Toyota • Kia

Q. Are custom segments available?

A. Yes, please connect with our concierge service about what can be created outside of syndicated audiences.

Q. Is your data FLA/FCRA compliant?

A. Yes, our data is specifically tailored to sit outside FCRA. We do not maintain credit card issuing information, FICO score, account balances, or derogatory credit information. The credit ranges attached to our PII are based on a proprietary credit scoring model that is FLA compliant.

Q. Where can you access our data?

A. Adobe • amazon • CADENT • eyeota • ORACLE • LiveRamp • LOTAME • Magenta® • OpenX • sabio® • salesforce • theTradeDesk • TransUnion®
About Us

Based in Pittsburgh, Pa, Webbula is the most comprehensive data quality platform. Since 2009, our technology and world-class partner ecosystem have enabled us to provide sophisticated multi-channel solutions to our clients via our Multi-Method Email Hygiene, Data Enhancement, and Online Audience Targeting.

Webbula's solutions mitigate delivery threats, enhance and append data lists for email campaigns, and create actionable audiences for online ad-serving. We have a proven track record of helping our customers navigate hazardous data quality obstacles and increase return on investment for their marketing initiatives.

To learn more, visit webbula.com and connect with us on LinkedIn and Twitter.

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