Audience Guide
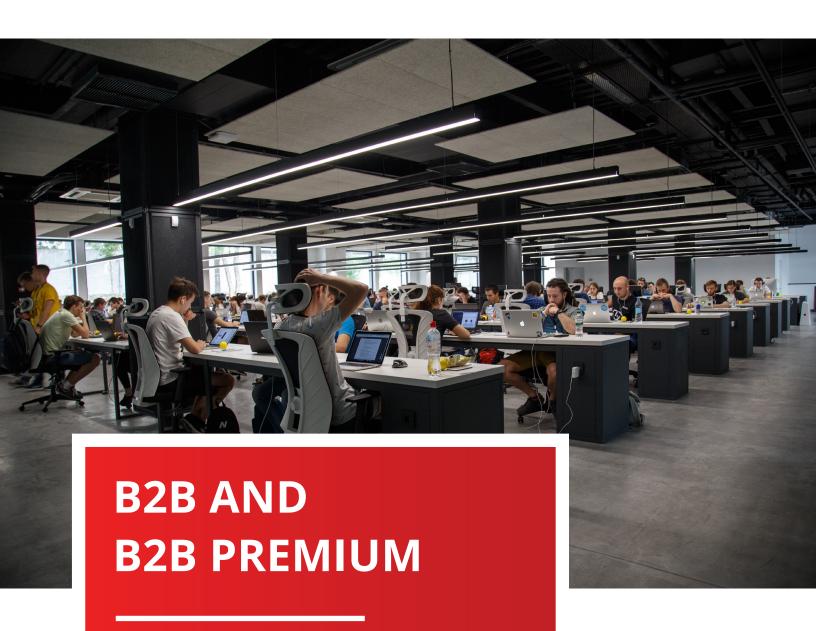
webbula
The Data Solutions Experts

B2B AND B2B PREMIUM

Reach the right B2B decision makers responsible for making purchase decisions on behalf of their companies or departments.

What *Webbula B2B Premium Audience Data* can do for your campaigns

You need to reach the businesses who need your product, solution, or service to solve a painpoint or challenge. Get the insight you need on target prospects and execute marketing campaigns that will skyrocket your business's profitability.

Webbula B2B Audience Data will assist you in launching account-based marketing programs, focusing your marketing efforts and dollars on the organizations that fit your target B2B personas.

Not only that, but our B2B Premium Audience Data will get your programmatic creatives in front of the right decision makers, so you can grow your business doing what do best; serving your customers.

Why Webbula

Rated by Truthset, Webbula is now exceeding all competitors in the field when it comes to #1 in 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, transactional 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 B2B Audiences

Corporate Structure

- Business Firm
- Professional Individual
- Individual Business

Employee Size

- Under 10
- 10-50
- 50-100
- 100-500
- 500-1,000
- 1,000-5,000

Industries

- Agriculture, Forestry, Fishing, and Hunting
- Mining, Quarrying, and Oil and Gas Extraction
- Manufacturing
- Transportation and Warehousing
- Motion Picture and Sound Recording
- Broadcasting
- Utilities
- Construction
- Trade Contractors
- Wholesale
- Merchant Wholesale
- Retail Trade
- Telecommunications
- Finance and Insurance
- Real Estate and Rental and Leasing
- Professional, Scientific, and Technical Services
- Management of Companies and Enterprises
- Administrative and Support and Waste Management and Remediation Services
- Education Services
- Health Care and Social Assistance
- Art Entertainment, and Recreation
- Accommodation and Food Services
- Public Administration

Ownership Type

- Privately Traded Company
- Publically Traded Company

Title

- Vice President
- Legal
- Regional Manager
- Chief Financial Officer
- Purchasing Executive
- Marketing
- Executive Director
- Religious Leader
- Director
- Treasurer
- General Manager
- Engineering/Technology
- Sales
- Office Manager
- Information Technology
- Chief Marketing Officer
- Finance Executive
- Site Manager
- Publisher/Editor
- Auditor
- Sales Executive
- Controller

Credit Rating Code

- A+
- A
- B +
- B
- C+
- C

Sales Volume

- Under $250,000
- $250,000 - $500,000
- $500,000-$1,000,000
- $1,000,000-$5,000,000
- $5,000,000-$10,000,000
- $10,000,000-$25,000,000
- $25,000,000-$50,000,000

- Board Member
- Human Resources Executive
- Chairman
- Partner
- Educator
- Executive Vice President
- Business Development
- It Executive
- Chief Operating Officer
- Operations
- Finance
- Marketing Executive
- Executive Officer
- Facilities
- Manager
- President
- Chief Administrative Officer
- International
- Senior Vice President
- Corporate Communications Executive
- Human Resources
- Principal
- Administration Executive
- Chief Executive Officer
- Corporate Secretary
- Owner
- CIO/CTO
- Manufacturing
- Manufacturing Executive
- Administrator
- Telecommunications Executive

Square Footage Code

- 0 - 2,499
- 2,500-9,999
- 10,000-39,999
- 39,999

Location Type

- Branch Location
- Subsidiary Location
- Headquarter Location

Webbula B2B Premium Audiences

Roles

Decision Makers
Net Worth
Board Members
Executives
Business Owner
Management

Company Size

Medium - Large
Small
Large
Extra Large
Micro
Medium

Functional Areas

Board Members
Consultants
C-Suite
Education
Engineering
Finance
Government
HR
Information Technology
Legal
Marketing
Medical / Health
Sales
Scientist

Professional Groups

Medical Directors
Pharmacy Directors
Correctional Facilities
HCPs
Judges
Parole / Probation
Officers
Prosecutors
Sheriffs
Finance Professional
High Net Worth
Professional
IT Professional

Industry

Business Services
Advertising & Marketing
Construction
Education
College & Universities
Finance
Investment Banking
Government
Healthcare
Hospitals & Clinics
Insurance
Manufacturing
Media & Internet
Non-Profit
Real Estate
Residential
Retail
Software
Security Software
Telecommunications

Occupation

Active Military
Agriculture & Natural Resources
Business and Administration
Construction & Architecture
Legal
Education
Finance
Health
Information Technology & Computing
Sales
Science & Engineering
Services
Religious

Employment

Unemployed
Employed

Certification

IFDA Certified
ISO Certified
ISO 9001 Certified
ITAR Certified
Lean Manufactuer Certified
Lean Certified

Classification

Qualified Diversity business
U.S. Government Supplier
Contract Manufacturer
Distributor
Manufacturer
Supplier

Technologies Used

Cloud Services
Communication
Communication Technology
Customer Management
Data Center Technology
Data Center
Enterprise Applications
Enterprise Content
Hardware
Information Technology
Marketing Performance
Network Computing
Productivity Solutions
Software
Specialized Vertical Technology
Web Oriented Architecture

Manufacturing

Consumer Products
Defense & Law Enforcement
Engineering Equipment
Industry Served
Machinery On-Site
Chemicals & Materials
Sealants & Adhesives
Metals & Products
Polymers & Products

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
- Retargeting
- Video Ads
- Mobile Ads
- Actionable TV
- In-app Ads
- Shopping Cart Abandonment
- SEO/SEM Decisions
- Streaming
- Audio
- Gaming

Q. Which B2B segments are best performing?

A.
- Professional Firm Corporate Structure
- $5,000,000 - $10,000,000 Revenue
- $10,000,000 - $25,000,000 Revenue
- 10 - 50 Employee Size Code
- 50 - 100 Employee Size Code
- Privately Traded Company
- Manufacturing Industry
- Retail Trade Industry
- Professional, Scientific, and Technical Services Industries

Q. Which B2B Premium segments are best performing?

A.
- Occupation, Nurse
- Roles, Decision Maker
- Roles, Business Owner
- Employment, Unemployed
- $100,000,000 - $999,999,999 Company Revenue
- $10,000,000 - $49,999,999 Company Revenue
- Industry, Media & Internet
- Industry, Healthcare
- Industry, Retail

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 scores, account balances, or derogatory credit information. The credit ranges attached to our PII are based on a proprietary 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.

Contact Us

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