



webbula

The Data Solutions Experts

Truth in Data

TRUTH IN DATA IS OUR PASSION

Since 2009 Webbula has been dedicated to Truth in Data. It's at the heart of all we do. Today, Webbula is the undisputed industry leader in Audience Data solutions.

Our solutions empower customers to improve ad relevancy, create revenue streams based on self-identified cross-channel behaviors, and improve marketing campaign ROI.

Third-party consumer intelligence organizations, such as Truthset, have ranked Webbula as a top performer in data accuracy. Our data is sourced from over 110 trusted providers and is processed through our proprietary multi-hygiene tools, for email verification, validation, and more. This ensures the best mitigation of fraudulent and bot data. Plus, our data has the scale to meet even the most ambitious growth objectives.



OUR STORY



In Business Since 2009



Over 1,200 Diverse Customers



Ranked #1 in 28 Key Demographic Categories by Truthset



Premier Data Provider Awarded by Oracle



Publicis Groupe Verified



Industry-Leading Data Hygiene Technology



Superior Identity Graph

WHAT DATA SEGMENTS DOES WEBBULA OFFER?



Automotive

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



Demographic

Age
Gender
Marital Status
Income
Housing
Household Composition
Career
Net Worth
Spoken Language
Social Media User
Credit



Interests

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



B2B

Size
Location
Credit Rating
Sales Volume
Number of Employees
Government
Healthcare
Retail
Finance
Software
Occupation
Title
Place of Employment
Professional Groups
Employment Status



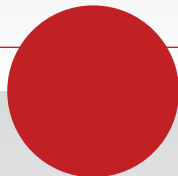
Political

Donations by Party
Propensities
Voter History



Mortgage

Purchase Price
History
Interest Rate
Loan Type



Brand, Sport, and Lifestyle

Purchase Price
History
Interest Rate
Loan Type



HOW DOES WEBBULA GET DATA?

Webbula's data is aggregated from over 110 trusted and authenticated sources, including publishers, data partners, social media, and more. The data collected comes directly from consumers who self-report information through methods like surveys.

Questionnaires

- Surveys
- Hand Raisers
- Offer Submissions
- Telemarketing

Transactions

- Warranty Extension
- Oil Changes
- Aftermarket Parts

Sign-Ups

- Sweepstakes
- Infomercials
- Newsletters
- Forms

When Webbula receives this data, we apply our hygiene filters to it to mitigate fraud and properly score the data for accuracy. Our rigorous quality-centric methodology ensures all of Webbula's data is:

Self-Reported

Deterministic

Individually-Linked

HOW OFTEN IS THE DATA UPDATED?

Webbula's identity linkages are resynced daily for devices and the data signals are updated on daily, monthly, and quarterly cycles. This provides the most up-to-date, transparent, and reliable consumer audience data available, which translates to more effective marketing campaigns for you. It's the reason why companies seeking productive ad spending have looked to Webbula audience data for over a decade.

DAILY



MONTHLY



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.

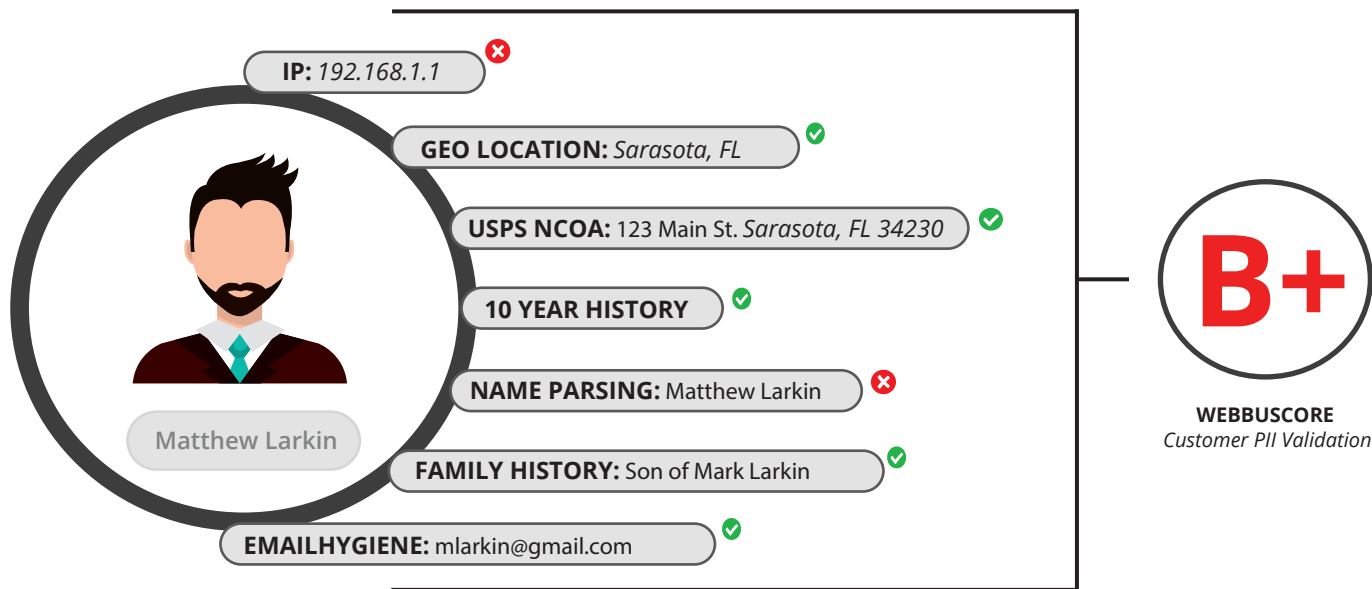
All of our data is self-reported by the individual ensuring data accuracy.

All of our data is cleansed through our multi-method hygiene solutions prior to onboarding, providing the ultimate data quality.

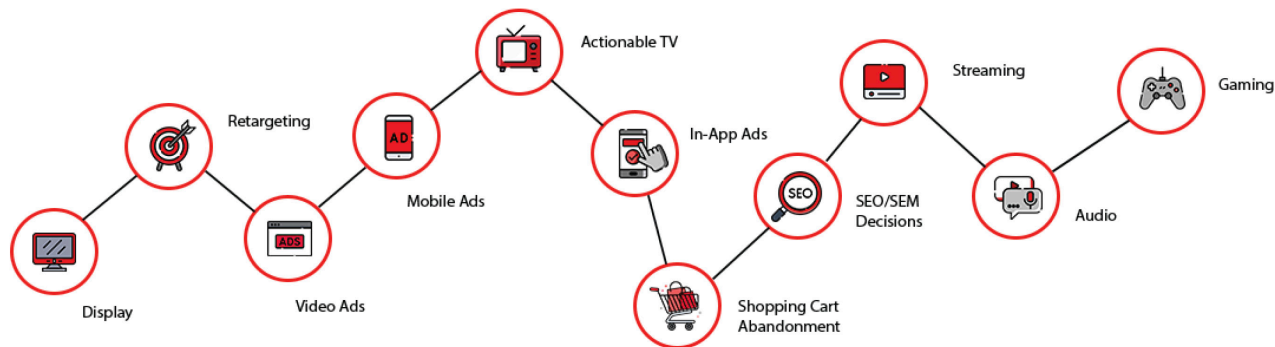
Our data includes intelligence on over 83% of the US Consumer Market, offering our customers a broader audience reach.

HOW DOES WEBBULA ENSURE DATA QUALITY AND ACCURACY?

Quality data linkage is essential. What does that mean? Each piece of data, such as email, home, or IP address, must be linked to a single person. Each person's linked data is collected in a profile and scored based on the overall accuracy of the data within that profile. This is called Customer PII Validation.



HOW IS WEBBULA DATA USED?



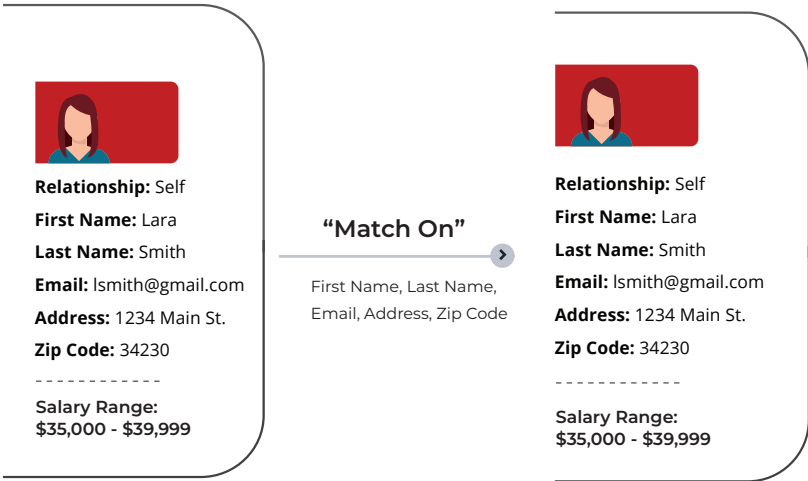
MARKETING OBJECTIVES WEBBULA DATA PERFORMS BEST FOR

- | | | |
|----------------------|--------------|-------------------|
| ✓ Personalization | ✓ Activation | ✓ Modeling |
| ✓ Segmentation | ✓ Targeting | ✓ Conquesting |
| ✓ Over-The-Top (OTT) | ✓ Analytics | ✓ Buyer Knowledge |

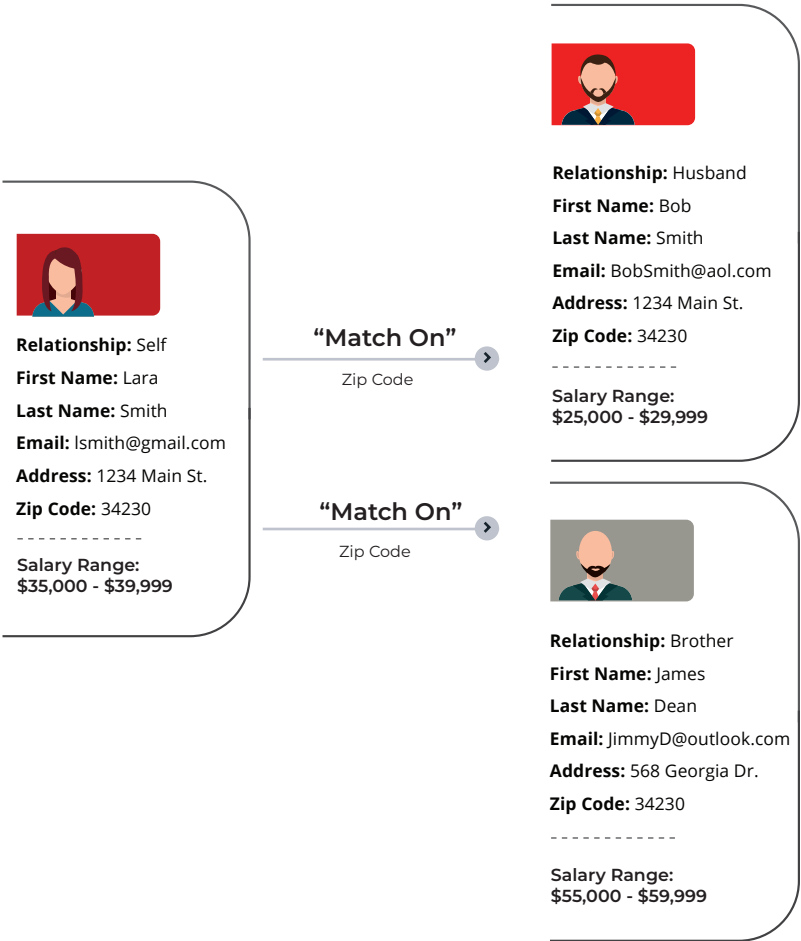
DOES WEBBULA MODEL DATA?

No. We do not model data to artificially inflate our reach. Our data is the most true profile available. We also ensure the highest level of accuracy by cleansing all of our data through our hygiene solution prior to making it available for use. Webbula audiences give you the most accurate picture of consumer behavior.

Deterministic



Modeled



IS WEBBULA PREPARED FOR THE END OF THIRD-PARTY TRACKING?

THE UNIVERSAL KEY IDENTIFIER

Since day one Webbula has been committed to the highest possible standards when it comes to data consent, data security, safety, and responsibility. Our passion and our mission has always been and will remain, Truth in Data – a statement that encapsulates everything we do on behalf of our customers and their data.

HERE IS HOW WEBBULA IS PREPARING FOR THE NEW NORMAL

- 1** Webbula has translated our PII to Unified ID 2.0, LiveRamp ATS, and Placekey for interoperability in a cookieless world.

Unified ID 2.0 uses the visitor's anonymized email address to identify a unique user across browsers.

LiveRamp ATS (Authenticated Traffic Solution) helps publishers recognize known users on their sites in real-time.

SafeGraph Placekey is a universal identifier for physical locations.

- 2** Webbula is continuing to do what we do best: provide accurate, verified, and up-to-date consumer data. Our data has always and will always be 100% individually-linked, self-reported, and deterministic.

- 3** Webbula is using its decade+ of experience as a top identity and data solutions provider to offer you the marketing linkages for the new world order of no cookies. The email, phone, IP address, postal, and demographic data that Webbula identifies and verifies is the key to digital campaign success for publishers, brands, and on-boarders moving forward.

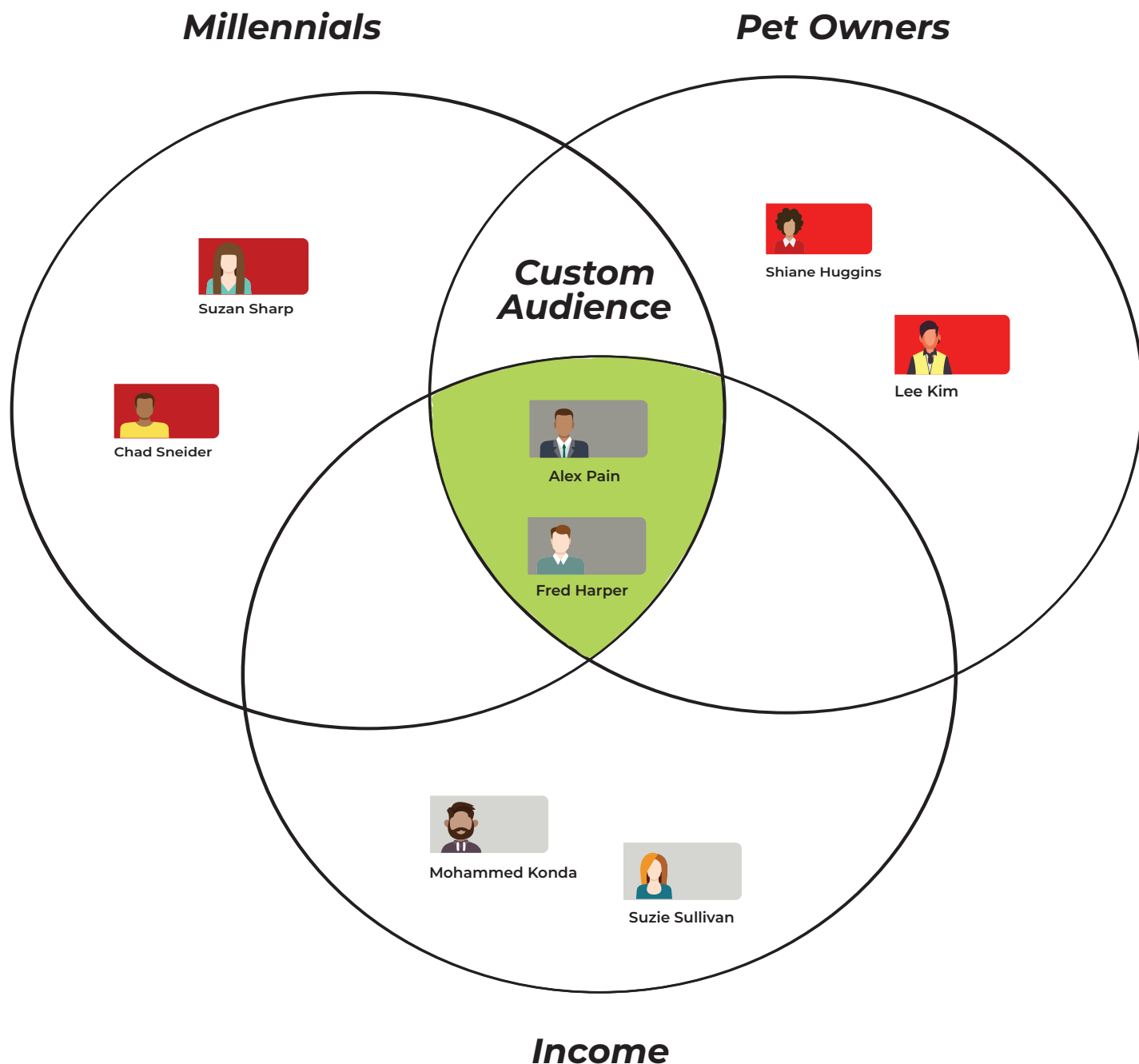
The cookieless world changes are just another opportunity for Webbula to demonstrate our commitment to staying at the forefront of evolving industry standards and best practices.

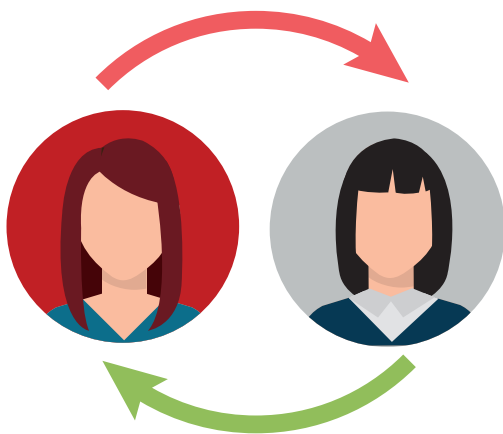


ARE CUSTOM AUDIENCES AVAILABLE?

Webbula will collaborate with your team to clearly understand your campaign objectives and help define the best cross-section of our available segments. With our custom audience solution, you will be confident that you are targeting your audience efficiently and effectively.

Generally, we can curate custom segments in 48-72 hours depending on your segment complexity and destinations.





HOW WE MAINTAIN ACCURACY FOR SHORT SHELF LIFE SEGMENTS

For short shelf life segments, Webbula utilizes high-velocity signals to update those segments daily. This maintains the accuracy of our segments with a tighter look-back window. If we don't find an updated signal for an individual, we remove that individual from the segment altogether. By populating only refreshed data, we ensure that only the latest and most accurate information on that segment is available to our partners.

COMMITTED TO DATA PRIVACY

Webbula's segments remain compliant and vigilant to privacy laws including:



GDPR
General Data
Protection Regulation

Webbula does not utilize the protected classes of data to create segments. In fact, our segments are self-reported by the individual, deterministic, and individually linked. That means there is no need for Webbula to model or curate the segments using prohibited attributes (age, gender, ethnicity, nationality, marital status, presence of children in household, presence of senior citizen in household, household size, etc.) because they are in the state at which Webbula received them. Pure, natural data.

However, in the case where the segment itself is a protected class, consult with your legal team to determine if you can use a protected class segment when that protected class segment was self-reported by the individual.

Please note the usual disclaimer: **Always consult legal advice in these matters.**

If you have a specific segment in mind and would like an attestation then please contact privacy@webbula.com.

WHERE IS OUR DATA LOCATED?

A world-class partner ecosystem of services, technology, and expertise.

As the industry-leader in data quality, Webbula empowers best-in-class data management platforms, and onboarders of advertising data solutions. With our solutions, brands deliver sophisticated marketing experiences to the right person, at the right time, and on the right device.





webbula

The Data Solutions Experts

CONTACT US

Thank you for your consideration.

If you need any more information or have any questions, please let us know.

We look forward to the opportunity to work together.



Jordan Feivelson, VP of Digital Audiences

jfeivelson@webbula.com

608-352-0033