

# Audience Guide



webbula

The Data Solutions Experts



## DEMOGRAPHICS

Create compelling personalized messaging that drives campaign ROI by investing in powerful demographic data.

# What *Webbula Demographic Audience Data* can do for your campaigns

According to Epsilon Marketing, 80% of consumers are more likely to buy from a company that provides a tailored experience. Get the details you need about your target audience so you can create compelling messaging and personalized experiences that resonate with your prospects and customers.

Use our Demographic Audience Segments on their own or layer our Demographic Segments with other data categories such as Financial, Economic, or Interest for a custom audience.

## 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.

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



# Webbula Audiences

## Age

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 +

## # of Children

- No Children Present
- Any Children Present
- 1 Child
- 2 Children
- 3 Children
- 4 +

## Income

- Under \$10,000
- \$10,000 - \$14,999
- \$15,000 - \$19,999
- \$20,000 - \$24,999
- \$25,000 - \$29,999
- \$30,000 - \$34,999
- \$35,000 - \$39,999
- \$40,000 - \$44,999
- \$45,000 - \$49,999
- \$50,000 - \$54,999
- \$55,000 - \$59,999
- \$60,000 - \$64,999
- \$65,000 - \$74,999
- \$75,000 - &99,999
- \$100,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 +

## Gender

- Male
- Female

## Marital Status

- Single
- Married
- Divorced

## Homeowner or Renter

- Home Owner
- Home Renter

## Occupation\*

- Professional/Technical
- Administration/Managerial
- Sales/Service
- Clerical/White Collar
- Craftsman/Blue Collar
- Student
- Homemaker
- Retired
- Farmer
- Military
- Religious
- Self-Employed
- Educator
- Financial Professional
- Legal Professional
- Medical Professional
- Other

*\* additional job titles not shown*

## Ethnicity Group

- Hispanic
- African American
- Southeast Asian
- Central & Southwest Asian
- Eastern European
- Middle Eastern
- Jewish
- Mediterranean
- Native American
- Far Eastern
- Polynesian
- Scandinavian
- Western European
- Other

## Education Level

- High School
- College
- Graduate School
- Vocational/Technical

## Net Worth

- Less than \$1
- \$1- \$4,999
- \$5,000 - \$9,999
- \$10,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000 - \$249,999
- \$250,000 - \$490,999
- \$499,999 +



# 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 segments are best performing?

A. 

- Age
- Gender
- Military Status
- Employment Status
- Renter
- Spanish Language
- Veteran

## 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 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



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## 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](http://webbula.com) and connect with us on LinkedIn and Twitter.

## Contact Us

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