

Audience Guide



webbula

The Data Solutions Experts



INTEREST

Peak prospect interest and skyrocket your conversion rate with Webbula Interest Audience Data.

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

90% of U.S. consumers find personalized marketing content somewhat to very appealing. ¹ And, 80% of consumers are more likely to make a purchase when brands offer personalized experiences. ²

Deliver the personalized messaging and experiences your prospects and customers want. Webbula Interest Data provides the information you need to do just that.

1 - Statista.com

2 - Epsilon.com

Why Webbula

Rated by Truthset, Webbula

as 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

Donations

- General Donation
- Religions
- Liberal
- Veteran
- Mail Order

Reading

- Interests
- Childrens Interests
- Current and Affairs and Politics
- Magazines

Hobbies

- Food and Drink
- Avid TV and Movie Watcher
- Exercise
- Online Auctions
- Sports
- Gardening
- Active Investor
- Travel

Shopping

- Debt and Loans
- Contents and Sweepstakes
- Automotive Parts and Accessories
- General Beauty
- Consumer Electronics
- DVDs
- Video Games
- Jewelry
- Dieting and Weight Loss
- Home Stereo
- Photography and Video Equipment
- Coupons
- General Merchandise

Passionate About

- Reading
- Cooking
- Fitness
- Health & Beauty



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.

- Outdoor activities
- Cooking
- Shopping deals
- Retail for babies and kids
- Pets

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 using 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 has 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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