Audience Guide

webbula
The Data Solutions Experts

MORTGAGE

Unlock new opportunties by discovering leads and better understanding prospects and customers in your geographic region.

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

Uncover more leads and opportunities in your geographic location with Webbula Mortgage Data. Drive more sales with a better understanding of prospects and customers in the area you serve.

Real estate agents, mortgage brokers, insurance companies, banks, credit unions, home improvement companies, and property managers can all use Webbula Mortgage Data to supercharge programmatic advertising ROI.

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

Initial Purchase and Mortgage History

Purchase Type

- Resale
- New Construction or Subdivision
- Construction Loan
- Seller Carryback Financing

Loan Type

- Community Development Authority
- Conventional
- FHA
- Private Party Lender
- Small Business Administration

Mortgage Amount Range

- $0 - $24,999
- $25,000 - $49,999
- $50,000 - $74,999
- $75,000 - $99,999
- $100,000 - $149,999
- $150,000 - $199,999
- $200,000 - $249,999
- $250,000 - $299,999
- $300,000 - $349,999
- $350,000 - $399,999
- $400,000 - $449,999
- $450,000 - $499,999
- $500,000 - $549,999
- $550,000 - $599,999
- $600,000 - $649,999
- $700,000 - $749,999
- $750,000 - $799,999
- $799,999 +

Interest Rate Type

- Fixed
- Balloon
- Adjustable

Loan to Value Range

- 1 - 25
- 26 - 50
- 51 - 75
- 76 - 100
- 101 - 125
- 126 - 150
- 1151 - 175
- 176 - 200
- 201 - 300
- 301 +

Prospector Home Value

- $0 - $24,999
- $25,000 - $49,999
- $50,000 - $74,999
- $75,000 - $99,999
- $100,000 - $149,999
- $150,000 - $199,999
- $200,000 - $249,999
- $250,000 - $299,999
- $300,000 - $349,999
- $350,000 - $399,999
- $400,000 - $449,999
- $450,000 - $499,999
- $500,000 - $549,999
- $550,000 - $599,999
- $600,000 - $649,999
- $650,000 - $699,999
- $700,00 - $749,999
- $750,000 - $799,999
- $800,000 +

Interest Rate Range

- 0% - 1%
- 1.1% - 2%
- 2.1% - 3%
- 3.1% - 4%
- 4.1% - 5%
- 5.1% - 6%
- 6.1% - 7%
- 7.1% - 8%
- 8.1% - 9%
- 9.1% - 10%
- 10.1% - 11%
- 11.1% - 12%
- 12.1% - 13%
- 13.1% - 14%
- 14.1% - 15%
- 15.1% - 16%
- 16.1% +

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.
- Fixed Mortgage Rate
- Mortgage Term
  - Adjustable (10/ARM' & 5/1 ARM')
  - 10 Year Fixed

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 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 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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