POLITICAL

Win elections and make informed political decisions for ballots, bills, propositions, and special interest groups.
What *Webbula Political Audience Data* can do for your campaigns

Target your best supporters and donors based on our demographic insights. Our Political Data contains 39M+ registered voters. We can connect the dots for you between 557M+ email addresses, 182M+ phone numbers, online behaviors, and social media data. PLUS, layered with our Demographic Data and Interest Data, you can create campaigns targeting your voter bases with maximum precision.

Webbula Political Data will not only empower you to win elections, but also to make informed political decisions for ballots, bills, propositions, and special interest groups while in office.

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

**Political Affiliation**
- Undecided
- Republican
- Democrat
- Swing
- Independent

**Donations**
- Conservative
- Liberal
- Veterans
- General Politics
- Religious

**Individual**
- Age
- Gender
- Marital Status
- Income
- Net Worth
- Education
- Language
- Ethnicity

**Occupation**
- Business Owner
- Educators
- First Responders
- Union Members
- Other

**Household Composition**
- Veterans
- Single Parent
- Seniors
- Multi-Generational

**PII**
- Full Name
- Phone Number
- Email Address
- Postal
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 re-synced daily for devices and the signals are updated on daily, monthly, and quarterly cycles.

Q. How is our data used?
A. • Display • Video Ads • Actionable TV • Shopping Cart Abandonment
• Retargeting • Mobile Ads • In-app Ads • SEO/SEM Decisions

Q. Which segments are best performing?
A. • Republican • Swing Voters
• Democrat • Independent

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 PCRA. 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
• theTradeDesk • TransUnion • salesforce
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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