

Audience Guide



webbula

The Data Solutions Experts



INTEREST & BRAND PREFERENCES

Leverage Webbula's Interest & Brand Preferences Data to reach your KPIs throughout the consumer funnel.

What *Webbula Interest & Brand Preferences Data* can do for your campaigns

Capturing consumers' attention is paramount more than ever in today's online ecosystem. Personalized experiences spark customer interest, boost customer satisfaction and create brand retention and favorability. Recent research reveals that 80% of consumers are more likely to purchase from a brand that offers personalized experiences. ¹

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

¹ Shopcircle.com

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

Webbula Audiences

Events

- Events & Attractions
 - Amusement Parks
 - Party Supply and Decorations
 - Sporting Events
 - Casino & Gambling
 - Fan Conventions
 - Cinemas and Events
- Personal Celebrations
 - Birthday
 - Wedding
 - Graduation

In-Market Telecom

- Phones
 - Apple
 - Samsung
- Carrier Services
 - AT&T
 - T-Mobile

Hobbies & Interests

- Books and Literature
- Movies
- Pop Culture
- TV
- Music
- Sports Teams
 - Boston Celtics
 - Pittsburgh Steelers
 - PGA & LPGA
 - New Jersey Devils
 - Texas Ranger

Television

- Animation TV
- Childrens TV
- Comedy TV
- Drama TV
- Reality TV
- CNN
- FOX
- NBC

Movies

- Romantic Movies
- Science Fiction
- Documentary
- Drama
- Family & Children

Music and Audio

- Country Music
- Classic Hits
- Hip Hop
- Childrens Music
- Jazz

Brand

- Aldi
- Delta
- Hoover
- American Eagle
- McDonalds



Frequently Asked Questions

Q. Where do we get our data?

A. The data is sourced from top aggregators of digital data by way of publishers, app SDKs, surveys etc. We receive billions of interactions per day. Every interaction comes with a hashed email and an IAB category. Using the hashed email we can deterministically link to a known identity. The activity is anonymized and categorized into 1,800+ brand and category segments.

Q. How often do you update your data?

A. Webbula's linkages are resynced daily for devices and the signals are updated on monthly cycles.

Q. How is our data used?

A.

- Display
- Retargeting
- Video Ads
- Mobile Ads
- Actionable TV
- In-app Ads
- Conquesting competitor brands
- Propensity for ailments
- Streaming
- Audio
- Gaming

Q. Which segments are best performing?

A.

- Movie Genre: Comedy
- Music Genre: Hip Hop
- TV Channel: ESPN
- Consumer Electronics: Samsung
- Team Affinity: Kansas City Chiefs
- Cell Phone Carrier: Verizon Wireless
- Retail: Nike
- Finance: Bank of America
- Services: Netflix, Amazon
- Travel: JetBlue
- CPG: Gatorade, Kirkland Signature
- QSR: Taco Bell

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. 



About Us

Located in Pittsburgh, PA, Webbula is the pinnacle of data quality platforms. Established in 2009, our technology and worldwide partners have enabled us to provide exceptional multi-channel solutions to our clients through Multi-Method Email Hygiene, Data Enhancement and Online Audience Targeting.

Our Audience Targeting Solution offers customers the power to maximize ad relevancy, generate revenue from multi-channel behaviors that can be tracked and identified, and improve their overall marketing ROI. We have been praised for our data accuracy by third-party consumer linkage organizations such as Truthset - ranking Webbula among the top performers in this category.

To learn more, visit webbula.com and connect with us on LinkedIn and Twitter.

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