

AUDIENCE DATA



webbula

The Data Solutions Experts

DEMOGRAPHIC

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

What Webbula Demographic 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 Webbula's Demographic data on their own or layer our demographic segments with other data categories such as financial, economic, or interest for a custom audience.

webbula.com

Why Webbula

Rated by Truthset, Webbula exceeds all competitors in the field when it comes to data accuracy.

Webbula has been accredited for privacy practices via Neutronian's open beta.

Webbula aggregates data from over 110 different sources.

Webbula's data is self-reported, 100% deterministic, and individually linked.

Webbula currently has intelligence on over **87% of the US 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 +

Education Level

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

Gender

- Male
- Female

Homeowner or Renter

- Home Owner
- Home Renters

Marital Status

- Single
- Married
- Divorced

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
- and more

Ethnicity Group

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

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 +

Contact Us

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