

AUDIENCE DATA



webbula
The Data Solutions Experts

HOBBY INTEREST LIFESTYLE

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



What Webbula Hobby / Interest / Lifestyle 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 Hobby / Interest / Lifestyle data provides the information you need to do just that.

1 - Statista.com
2 - Epsilon.com

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

Donations

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

Hobbies

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

Passionate About

- Reading
- Cooking
- Fitness
- Health & Beauty

Reading

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

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



Contact Us

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