

OUR MISSION

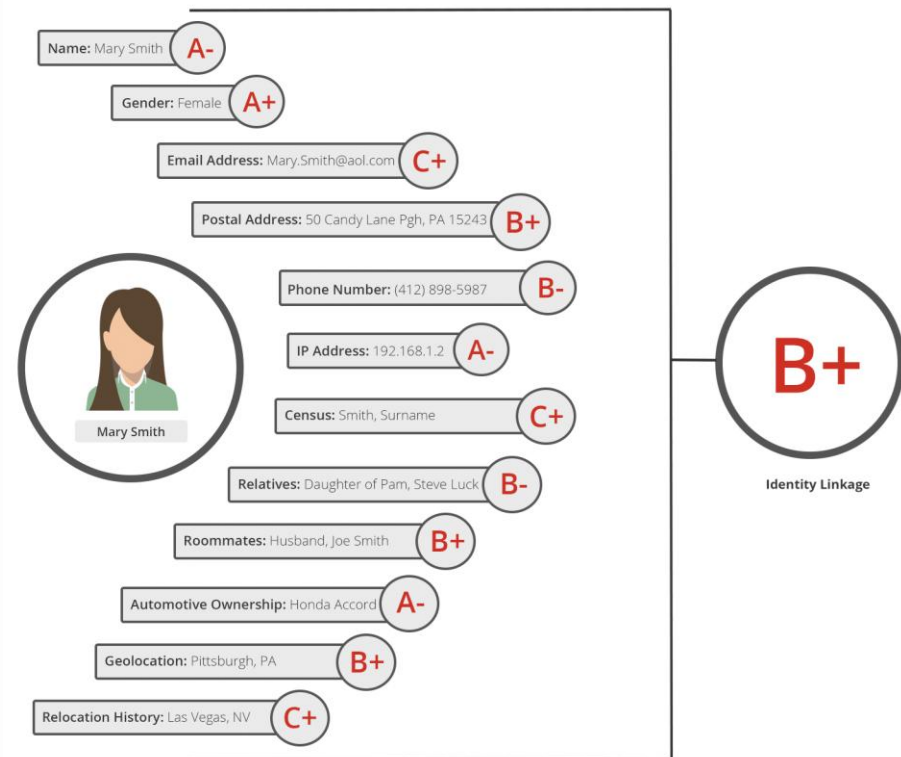
Dedicated to Truth in Data Since 2009

1. Deterministic
2. Self-Reported
3. Individually-Linked



Webbula stitches data together on the individual level, not the household level.

Each individual's linked data is collected in a profile and scored based on its overall accuracy.



Differentiators

Webbula Audience Data

Webbula is third party verified by:

Hygiene & Data Quality Genesis

Growing into Adtech with our brand and foundation as a leader in data quality



All data is self-reported

Consumer signals are obtained by questionnaires, transactions and sign-ups



Highest level of accuracy

All of our data is cleansed through our multi-method hygiene solutions prior to onboarding



Webbula has consistently been ranked as one of the #1 data providers across multiple data segments quarter over quarter by Truthset™ Truthscore™





Webbula's Digital Audience Concierge Service

Webbula pairs clients with our expert team of account success manager, ensuring that you have the support for your initiatives at every turn.

Example dedicated email address

liveramp@webbula.com

PMP/ Deal ID / SSP curation
delivery available



How often is the data updated?

Transparency and data quality are the core foundation upon which Webbula was built and why hundreds of companies seeking productive ad spending have looked towards Webbula's audience data for over 15 years.

DAILY



Demographic



Email Address



Publisher Data



Phone Number

MONTHLY



Automotive



B2B



Interests



Mortgage

How does Webbula source data?



Questionnaires

- Surveys
- Hand Raisers
- Offer Submissions
- Telemarketing

Self-Reported



Transactions

- Warranty Extensions
- Oil Change
- Aftermarket Parts
- Online Purchases or Services

Deterministic



Sign-Ups

- Sweepstakes
- Infomercials
- Newsletters
- Forms

Individually-Linked

What segments does Webbula offer?



Automotive



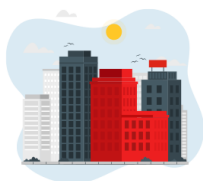
Demographic



Interest



Interest &
Brand Preferences



B2B



Political



Mortgage



Wealth

Webbula Demo

Webbula Demo encapsulates a 360-degree view of an individual, beyond their basic information

526 syndicated segments
382M+ individuals

Types of segments available:

- Birth Month/Year, Gender
- Household comp:
- Marital Status, Number of adults/children, HH Rank
- Ethnicity, Religion
- Primary Spoken Language
- Own/rent, residence length
- Type of A/C, Fuel type, Pool, Water type
- Income range, House value range, Net Worth
- Credit Card type



Webbula B2B

Webbula Demo encapsulates a 360-degree view of an individual, beyond their basic information

➤ **958 syndicated segments**
390M+ individuals

Types of segments available:

- Industries, Title, Company Size
- Job Function, Occupation
- Employee count, HQ or branch
- Revenue, Credit Rating, Public/Private, Sales Volume
- Company Certifications
- ABM requests
- NAICS, SIC codes



Webbula Auto

Webbula Auto is cross-sourced deterministic “hands on wheel” data. It’s accuracy has outperformed competitors in the space, and can be relied upon for KPIs throughout car sales funnel.

167 syndicated segments
105M+ individuals

Types of segments available:

- Body: Utility
- Class: Full Size Utility
- Make: Hyundai
- Model: Santa Fe
- Year: 2019
- Cars under owner: 2+
- Lease/Own
- Lien or not
- Purchased New/Used
- Purchase/Transaction/Validation date



Webbula Hobby / Interest / Lifestyle

Webbula “HIL” segments detail the individual attributes to make a successful campaign... deterministic information on what makes them unique.

246 syndicated segments
333M+ individuals

Types of segments available:

- Seasonal Holidays
 - Hobbies
 - Shopping History
 - Donations
 - Food & Drink
 - Reading
- Travel
 - Pets
 - Collectors
 - Finance/Investing



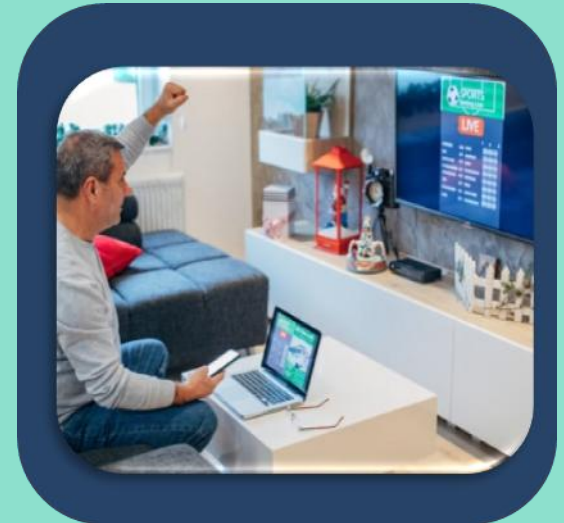
Webbula Interest & Brand Preferences

Capture consumers who have shown interest and affinity to hundreds of brands, genres, teams and more!

1,000 syndicated segments
230M+ individuals

Examples of genres/segments available:

- Brands (700+):
 - Retail: Nike
 - Services: Netflix, Amazon, DirecTV
 - Travel: JetBlue, Delta
 - CPG: Gatorade, Kirkland Signature
 - QSR: Taco Bell
 - Finance: Bank of America
 - CE: Samsung
 - Movie genre: Comedy
 - Music genre: Hip Hop
 - TV Channel: ESPN
- Team fans: Yankees, Knicks, Rangers, Falcons
 - Cell phone carrier: Verizon Wireless



Webbula Mortgage

Webbula Mortgage delivers the detailed intel about the home buyers, more than any other data provider.

206 syndicated segments
107M+ individuals

Types of segments avail:

➤ (initial, most recent, second most recent)

- Interest Rate
- Lender name
- Loan Type
- Mortgage Amount
- Purchase Range
- Loan to Value
- Purchase date, Purchase price



Webbula Political

Leverage Webbula Political in your next campaign, which often used for initiatives beyond voting.

30 syndicated segments
101M+ individuals

Types of segments available:

- Political Affiliation: Republican, Democrat, Swing, Independent
- Donations:
 - Veterans
 - Wildlife
 - Environmental
 - Religion
 - Animal Welfare
 - Arts/Culture
 - Children
 - Community
 - Health
 - Humanitarian, International Aid



Webbula Wealth

Leverage Webbula Wealth in your next campaign, targeting individuals who unequivocally have the financial means.

60 syndicated segments
50M+ individuals

Types of segments available:

- High end items of ownership/action:
 - Apparel, Jewelry, Automobiles
 - Donations
 - Professions
 - Hobbies: Investing, Traveling etc
 - Household structure



Future-Proof Audience Data

Legacy Anonymous Identifiers



Cookies reside on a single device or browser, yet users jump around from device to device each day and often use more than one browser.



Third-party cookies don't work in mobile apps, but the average person spends 2 hours and 57 minutes per day in apps, according to eMarketer.



Privacy regulations that address cookies use have emerged like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).



Apple, Firefox, and Google say so long to cookies and MAID.

Webbula's Email Identity Graph



Create a comprehensive picture of your audience down to the individual.



Target your audience across devices with more precision and relevance than ever before.



Identify the best individuals for your audience *without* infringing on anyone's privacy.



Stay compatible with next generation anonymous identifiers like UID 2.0.

Rules of Engagement

- Navigating syndicated segments
- Custom segments - Scale available within 24 - 48 hours
- Recommendations tailored to campaign needs



Webbula Data Solutions Experts



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APPENDIX

Webbula Offers Activation Where Your Audience Is

Webbula provides activation on social networks to enhance your targeting and messaging

/LiveRamp

- Meta
- LinkedIn
- Pinterest
- Snap
- X
- TikTok





Thank You