Data Vault

Frequently Asked Questions
Gain audiences, accuracy, and conversion with Webbula's superior data vault

webbula
The Data Solutions Experts

How does data flow into Webbula?

It is easiest to explain the data process flow with an example of our avatar character "Web". Web goes to the mall and sees they are giving away a new car. He completes a survey, which is sent to 123 Marketing Company.

Webbula receives the survey data and applies CloudHygiene to mitigate fraud. WebbuScore is then applied to score the survey data for accuracy. Once complete, Webbula sends the data to onboarders for PII anonymization.

How does Webbula get data?

Webbula aggregates data from over 110 different sources, which include publisher partners, transactional events, social media, surveys, and other data providers. Our rigorous quality-centric methodology ensures all of **Webbula's data is:**

✔ Authoritative   ✔ Deterministic   ✔ Self-reported
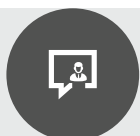

When is data updated?

Fresh data enables you to target today's consumers and decision makers. Data is constantly flowing from daily, monthly, and quarterly feeds into Webbula, expanding the vault and validating existing audiences.

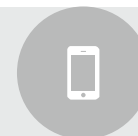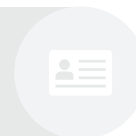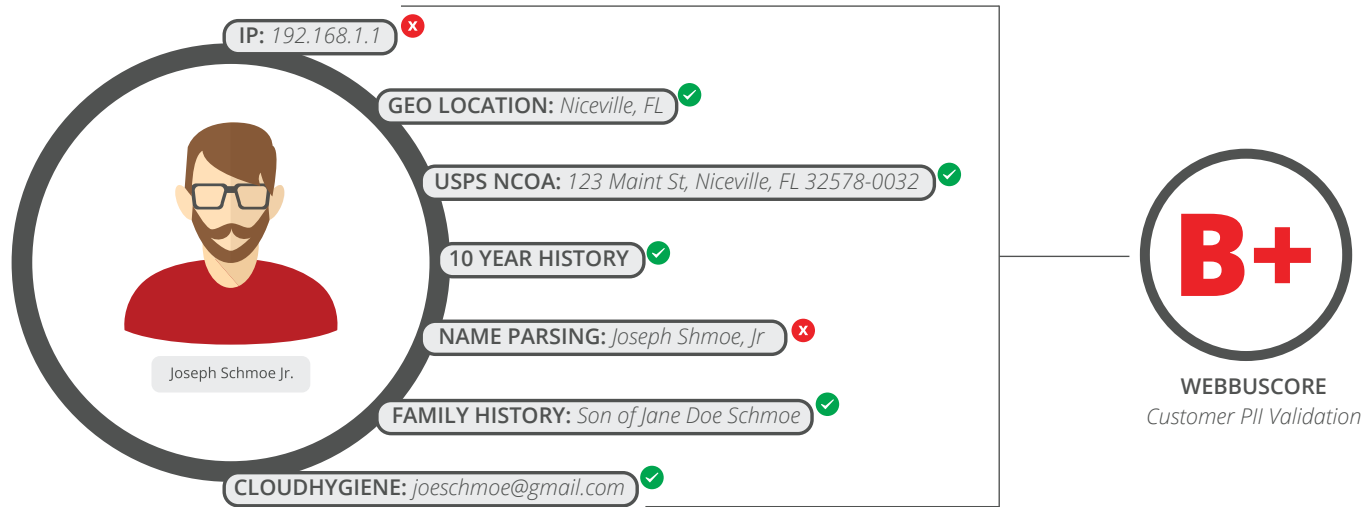| MONTHLY			QUARTERLY		DAILY				
Automotive	Social Media	Financial	B2B	Interest	Demographic	Email Addresses	Publisher Data	Phone Numbers	PII
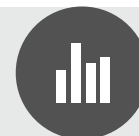
How does Webbula ensure quality and accuracy?

At its core, Webbula, is a data technology company with a litany of tools and techniques to maintain quality and authenticate data accuracy. WebbuScore is an example of how we rank data accuracy.

IP: *192.168.1.1* ✗

GEO LOCATION: *Niceville, FL* ✓

USPS NCOA: *123 Maint St, Niceville, FL 32578-0032* ✓

10 YEAR HISTORY ✓

NAME PARSING: *Joseph Shmoe, Jr* ✗

FAMILY HISTORY: *Son of Jane Doe Schmoe* ✓

CLOUDHYGIENE: *joeschmoe@gmail.com* ✓

Joseph Schmoe Jr.

B+

WEBBUSCORE
Customer PII Validation

How is Webbula's data used?

Retargeting

Display

Video Ads

Mobile Ads

Actionable TV

In-App Ads

Shopping Cart Abandonment

SEO/SEM Decisions

Data Segments:

Demographic | Automotive | B2B | Political | Financial | Interests