

AUDIENCE DATA



webbula
The Data Solutions Experts

AUTOMOTIVE

Discover what revs your audience up, create better campaigns, and drive more sales

What Webbula Automotive audience data can do for your campaigns

Leverage Webbula's Automotive data to help you identify prospects and current vehicle owners in your target market. Uncover household purchase needs, identify capable financial purchasers, and fine-tune segmentation to reach potential new buyers.

With information on over 105+ MM individuals, we'll ensure your accuracy in your next marketing campaign, outreach program, compliance recall, or other communications.

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

Body

- 2 Door
 - Hardtop
 - Sedan
 - Hatchback
- 3 Door
 - Coupe
 - Liftback
- 4 Door
 - Coupe
 - Hardtop
 - Sedan
 - Hatchback
- 5 Door
 - Sedan
 - Liftback
- Convertible
- Coupe
- Hardtop
- Liftback
- Pickup
- Roadster
- Utility
- Van
- Wagon

Manufacturer

- Antique
- Chrysler Products
- Ford Products
- GM Products
- Luxury Imports
- Budget Imports

Transaction Type

- Change of Ownership
- Registered
- Other

Purchase Type

- New
- Used

Class

- Basic Luxury
- Compact Truck
- Crossover Utility Vehicle
- Car
 - Basic Sport
 - Entry Level
 - Lower Midsize
 - Mid Luxury
 - Mid Sporty
 - Prestige Luxury
 - Prestige Sporty
 - Upper / Mid Specialty
 - Upper Midsize
- Full-Size
 - Truck
 - Size Utility
 - Size Van
- Heavy Duty Wagon
- Low-Speed Vehicle
- Medium / Heavy Truck
- Midsize Truck
- Mini Sport Utility
- Minivan
 - Cargo
 - Passenger
- Roadster

Number of Automobiles

- 1 Automobile
- 2 Automobiles
- 3 Automobiles
- 4 + Automobiles

Fuel Type

- Electric
- Flexible Fuel
- Hybrid
- Gasoline
- Others

Make

- Ford
- Chevrolet
- Dodge
- Honda
- Toyota
- Hyundai
- Jeep
- BMW
- Lamborghini
- Tesla
- Mercedes-Benz
- Porsche
- Others

Model Year

- 2011-2020
- 2001-2010
- 1990-2000
- 1989 & Older Model Years

Lease or Own

- Lease
- Own

Lien

- No Liens
- Existing Lien

Contact Us

Webbula
5000 Stonewood Drive, Ste. 310
Wexford, PA 15090
T: 608-352-0033
E: jfeivelson@webbula.com
webbula.com