AUDIENCE DATA

INTEREST & BRAND PREFERENCES

Discover what interests and brand preferences move your audience to purchase and become loyal

What Webbula Interest & Brand Preference data can do for your campaigns

Leverage our Interest and Brand Preferences data to help you identify prospects in your target market. Uncover household purchase needs, brand loyalty and understand segmentation to reach potential new buyers.

With information on over 271+ MM consumers, we'll ensure your accuracy for your next marketing campaign, outreach program, 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

Events

- Events & Attractions
  - Amusement Parks
  - Party Supply and Decorations
  - Sporting Events
  - Casino & Gambling
  - Fan Conventions
  - Cinemas and Events
- Personal Celebrations
  - Birthday
  - Wedding
  - Graduation

In-Market Telecom

- Phones
  - Apple
  - Samsung
- Carrier Services
  - AT&T
  - T-Mobile

Hobbies & Interests

- Books and Literature
- Movies
- Pop Culture
- TV
- Music
- Sports Teams
  - Boston Celtics
  - Pittsburgh Steelers
  - PGA & LPGA
  - New Jersey Devils
  - Texas Rangers
  - and more ...

Television

- Animation TV
- Childrens TV
- Comedy TV
- Drama TV
- Reality TV
- CNN
- FOX
- NBC

Movies

- Romantic Movies
- Science Fiction
- Documentary
- Drama
- Family & Children

Music and Audio

- Country Music
- Classic Hits
- Hip Hop
- Childrens Music
- Jazz

Brand

- Aldi
- Delta
- Hoover
- American Eagle
- McDonalds

Contact Us

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