



# Target your ideal audiences with self-reported data – not modeled assumptions.

Activate your program with audience segments that stitch data together on an individual level.

### Self-reported

Data collected when a person voluntarily provides information through questionnaires.

### Deterministic

Information provided through customer interactions with brands.

### Individually-Linked

Data linked to a single person, collected in a profile, and scored for accuracy.

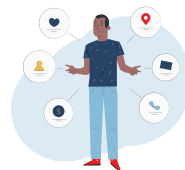
## Identify the best individuals for your audience *without* infringing on anyone’s privacy.



Brand Preferences



Wealth



Demographics



Mortgage



Interests



B2B

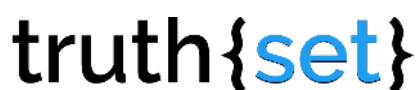


Political



Automotive

Webbula’s audience data is third-party verified by:





# Introducing: Webbula Wealth Data

Build segments targeting affluent individuals based on self-reported, deterministic data, including:

## Demographic

### Age

Affluent Boomers  
Affluent Millennials  
Young Affluents

### Gender

Affluent Men  
Affluent Women

### Occupations

Business Executives  
Business Owners  
Doctors & Surgeons  
Engineers  
Lawyers

### Household Composition

Dads  
Empty Nesters  
Families with Children  
Moms

## Finances & Purchasing Habits

### Investing

Investors  
Real Estate Investor  
Stock Market Investor

### Credit Card Holder

Premium Card Holders  
Rewards Card Holders

### Donors and Donations

Environmental Philanthropists  
Health Philanthropists  
Religious Philanthropists

### Buyer Intent

Luxury Apparel & Accessories  
Luxury Health & Fitness  
Luxury Holiday Shopper  
Sustainable Luxury  
Fine Arts & Antiques Buyers  
Brand Buyers

## Hobbies & Identities

### Hobbies & Interests

Avid Photographers  
Cultural Arts Devotees  
Fitness Buffs  
Golf Lovers  
Gourmet Cooking  
Interior Design Enthusiasts  
Snow Sports Fanatics  
Entertainment Enthusiasts

### Personas

Green Consumers  
Automobile Owners  
Home Owners  
Pet Lovers  
Tech Early Adopters

### Travelers

Cruise Travelers  
Domestic Travelers  
International Travelers

## Engagement

Digital Display  
Direct Mail  
Email

Mobile  
TV - Streaming  
TV - Traditional/Cable/Satellite