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.

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

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.

**How does data flow into Webbula?**

**How does Webbula get data?**

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**When is data updated?**

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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.

How does Webbula ensure quality and accuracy?

How is Webbula’s data used?

Data Segments:
- Demographic
- Automotive
- B2B
- Political
- Financial
- Interests