Press Release

Webbula Partners with LiveRamp to Expand Distribution of Audience Data

WEXFORD, Pa., Jan. 11, 2016 – Webbula announces a strategic data integration with LiveRamp, the leader in data onboarding and connectivity services, to increase the availability of its audience data for targeting solutions. Timed to coincide with the RampUp 2016 conference, the announced integration allows leading web and social media platforms to serve ads with superior targeting capabilities utilizing Webbula's high-quality data.

"Audience data is the cornerstone of relevant marketing experiences," explains Travis May, President and GM, LiveRamp. "This partnership will make Webbula's data available on a broader scale, allowing customers to enhance the consumer's cross-device marketing experience across platforms."

Webbula provides authoritative, deterministic, and self-reported data, continuously refreshed from a multitude of offline and online sources, including demographic, interests, automotive, B2B, political and financial audiences. LiveRamp allows Webbula's data to be accessed via preferred marketing platforms, enabling marketers to reach consumers with relevant messages more efficiently.

By leveraging Webbula's Audience Targeting data, marketers deliver personalized real-time campaigns at scale, utilizing even limited and restricted consumer attributes. Webbula's quality-centric scoring methodology, WebbuScore, prioritizes quality over quantity, ensuring campaign accuracy and compliancy. Together Webbula and LiveRamp help marketers achieve a 360° view of the customer and deliver highly-targeted campaigns.

"Today marketers struggle to understand customer interactions and opportunities across various platforms and devices," said Vince Cersosimo, CEO of Webbula. "Through the Webbula and LiveRamp partnership, marketers are able to formulate a sophisticated customer understanding through data intelligence, and target that individual across various devices through many platforms."

Details on the partnership will be presented on stage at the pre-conference day at RampUp 2016, the premier conference for leaders in AdTech, on February 22nd. In addition, to learn more about Webbula's partnership with LiveRamp visit https://webbula.com/partners/.

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For further information, please contact marketing@webbula.com or visit the Webbula website at webbula.com.

About Webbula

Webbula is the most comprehensive data quality platform on planet Earth. Since 2009, our technology and world-class partner ecosystem has enabled us to provide sophisticated multi-channel solutions to our clients via CloudHygiene, Data Enhancement, and Online Audience Targeting. Webbula data technology enables marketers to mitigate email delivery threats, enhance email lists, and create actionable audiences for ad serving. For more information, visit https://webbula.com.

About LiveRamp

LiveRamp connects more than 250 digital marketing platforms and data providers. We help marketers eliminate data silos and unlock greater value from the tools they use every day. By onboarding and unifying customer data across disparate systems, we provide the connectivity brands need to reach consumers across channels and measure the impact of marketing on sales. LiveRamp is an Acxiom company. For more information, visit www.LiveRamp.com.

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