

YOUR GUIDE TO THE TOP 36 MARKETING ATTRIBUTION COMPANIES

GOLD STANDARD: IMPARTIAL, MULTI-TOUCH ATTRIBUTION SOFTWARE COMPANIES



- Impartial data and insights
- Omni-channel; monitors all channels and touchpoints

C3 Metrics

neustar

- True omni-channel attribution across online and offline touchpoints
- Collects data using their own pixel
- Enterprise-caliber performance

SILVER: MULTI-TOUCH ATTRIBUTION SOFTWARE PROVIDERS THAT HAVE BEEN ACQUIRED



- Data and insights may not always be impartial
- Acquired and lost their independence

adometry by Google

bizable

verizon media

Looker

videoamp

visualIQ A NIELSEN COMPANY

- Use multi-touch attribution, but may be missing channels and results might be biased
- They use their own pixel, but results may not be impartial
- Vast ecosystems and bureaucracy may add additional costs and complexity

BRONZE: MARKETING ATTRIBUTION POINT SOLUTIONS



- Targets only 1 or 2 channels
- Focus is not omni-channel

AnalyticOwl*

Marchex

iSpot.tv

AppsFlyer

podlights

CallRail

tvSquared

CallSource*

VERITONE.*

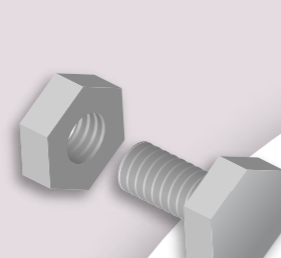
Chartable

#250 A Speed Dial To YOUR Business!

- Attribution is for 1 or 2 channels only
- If they have a pixel, it only measures 1 or 2 touchpoints
- Lacks insights into entire marketing campaigns

*These vendors were also acquired which may bias attribution results

BOLT-ON: SOFTWARE ECOSYSTEMS OR ANALYTIC SOLUTIONS



- Attribution is an add-on to other services
- Larger ecosystem may cause unforeseen costs and complexities

Adobe

HubSpot

Analytics

salesforce pardot

- Attempting to complete the pie
- May or may not have its own pixel
- Attribution is 1 of many other offers and is not the primary focus

HONORABLE MENTION: ATTRIBUTION COMPANIES WORTH MENTIONING



- Focus changes from time to time
- Results may vary

ADINTON

rockerbox

impact

RULER/

Attribution

MEASURED

databox

singular

DemandJump

FUNNEL

dreamdata.io

Oribi

- Test solutions for the right fit
- Many solutions rely on automation or machine learning
- Actionable attribution insights may be elusive