

Marketing Attribution Software Category

SPRING 2024
Customer Success Report





Marketing Attribution Software Category

Marketing Attribution Software is designed to help marketers analyze and understand the effectiveness of their marketing campaigns and allocate credit to different touchpoints along the customer journey. Benefits include: ROI analysis, campaign optimization, A/B testing, and predictive modeling.

Customer Success Report

Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:



CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform



MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions



COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2024 Customer Success Awards

Check out this list of the highest rated Marketing Attribution Software based on the FeaturedCustomers Customer Success Report.



ADJUST  **AdRoll**  **AppsFlyer** **branch** 



 **CaliberMind**  **Dreamdata**  **emotive**  **factors.ai**

 **improvado** **KOCHAVA** ★  **MEASURED**  **rockerbox**

 **singular**  **Triple Whale** **windsor.ai**



 **cometly**  **FOSPHA** **HockeyStack**  **LeadsX**
An Unbounce Company

RULER  **SEGMENTICS**



* Companies listed in alphabetical order



2024
MARKETING
ATTRIBUTION
SOFTWARE

MARKET LEADER





ABOUT ADJUST

ADJUST

Adjust is a mobile attribution and analytics company that provides app marketers with a comprehensive business intelligence platform. Adjust combines attribution for advertising sources with advanced analytics and stores statistics such as rankings, ratings and reviews.

286

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“It can be hard for user acquisition managers to differentiate between install attribution providers given the similar feature sets. Adjust sets itself apart with its excellent account management team. Integrations with new partners are always quick and painless thanks to their knowledgeable support and quick responses.”

JOHN PARIDES
HEAD OF USER ACQUISITION, GLU

“By using Adjust we gained access to marketing partners we couldn't have worked with before. Some networks require you to have a third party attribution partner just to start working together; Adjust gave us a way to begin building those relationships.”

ROB LLANES
CHIEF OPERATING OFFICER, WAFER

“Adjust has been super helpful in helping us understand attribution and the effectiveness of UA channels. Adjust allowed us to identify the right vendors for our growth acquisition, which lays a strong foundation for Bullspre. ”

DHARMIL BAVISHI
CO-FOUNDER/DIRECTOR, BULLSPREE

“Adjust is a huge value-add because it's a big part of how we attribute users and figure out budget allocation.”

MICHAEL NGUYEN
STRAVA

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traveloka

yelp

duolingo

Delivery Hero

Fender®



ABOUT ADROLL



AdRoll is a marketing and advertising platform that helps B2C businesses run, measure, and optimize multi-channel, full funnel campaigns. Powered by industry-leading AI and automation, the AdRoll platform's machine learning analyzes both real-time and historical data to drive traffic and sales. AdRoll helps customers generate more than \$246 billion in sales annually and has been used by over 120,000 brands since 2006. AdRoll is a division of NextRoll, Inc. Get started today at www.adroll.com.

220

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“With AdRoll's full-funnel display strategy (including in-depth segmentation, attribution modeling and custom creative designs), we could avoid over-aggressive targeting and focus on a personalised experience where the CLUSE brand value was front and centre.”

ERIK SWEN
DIGITAL MARKETING MANAGER, CLUSE

“I recommend any e-commerce site use AdRoll. As a marketer, I spend a lot of time attracting visitors to our site. AdRoll helps maximize the value and likelihood each visitor will make a purchase.”

JOSH HIX
CO-FOUNDER AND CO-CEO, PLATED

“AdRoll experts make successful retargeting easy. They show us transparent results, facilitate budget adjustments and always provide good advice.”

ANA ISABEL DÉNIZ MONTESDEOCA
E-COMMERCE MANAGER SPAIN, JUWELO

“We loved how easy AdRoll made it to set up and go. We didn't need to have a creative team to execute successful ads.”

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ABOUT APPSFLYER



AppsFlyer has emerged as the mobile measurement industry standard because it empowers advertisers with unbiased and transparent attribution analytics. Most importantly, they value the integrity of maintaining their clients' data private and secure, which has earned the trust of more than 3,500 network and analytics partners who have integrated with them. Rest assured, they will never sell data to any third-party platforms. This vision has attracted the best and brightest to AppsFlyer. The product's growth is spurred by the dynamic team-player environment they cultivate, which fosters growth and the...

369

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“AppsFlyer is an important pillar of our marketing tech stack. AppsFlyer is our source of truth which helps in data driven decision making”. Attribution data from AppsFlyer allows us to maximize campaign performance and improve ROI.”

ANKIT GAUTAM
AVP - BRAND AND MARKETING, GRADEUP

“Adapting traditional KPIs to mobile is challenging, and requires deep insights into how your users discover and use your product. AppsFlyer's attribution and in-app events gave us the clarity we needed to build our business.”

SOFTONIC

“Appsflyer's holistic web and app attribution brought the missing data pieces to our revenue and LTV measurement. This allowed us to take better control of our overall marketing strategy and budget.”

JEFF LIN
DIRECTOR OF MEDIA & GROWTH, SWEETGREEN

“AppsFlyer's mastery in mobile attribution has been a major key to the success of our mobile campaigns and is an essential component of our marketing tech stack.”

SIMON LEJEUNE
GROWTH MANAGER, HOPPER

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ABOUT BRANCH



Branch provides solutions that unify user experience and measurement across different devices, platforms, and channels. The introduction of mobile has divided today's businesses, causing inaccurate attribution and links that don't work, leading to wasted marketing spend and broken customer journeys. Branch fixes that by providing a holistic view of all user touch points and ensuring that links take the user to the right place in the most frictionless way.

209

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Branch is our trusted partner for mobile app deep linking and attribution and has been a powerful driver for the massive success of our marketing campaigns in the past couple of months. Its robust deep linking solutions enable us to deliver a more engaging user experience while driving higher acquisition and retention rates. Branch has also helped us in app discovery, we have massive spends on the web. Branch helped us in sending web traffic to the app thus providing better retention and LTV. Overall, we have observed a 137% increase in orders.”

AAKASH GOYAL
AVP - MARKETING, GOMECHANIC

“We moved from our old attribution provider to Branch because of its cross-platform attribution and deep linking capabilities. We're now able to accurately measure the full value of each marketing channel and improve marketing performance after leveraging Branch links in our ad campaigns. Branch is the best cross-platform solution for us to improve both user experience and marketing performance.”

BYEONG WAN KIM
MARKETING LEAD, MARKET KURLY

“When we identified an attribution gap, Branch was interested in hearing about our challenge and was proactive in solving the problem. Implementing Branch tracking allowed us to measure and optimize results.”

JEN TAYLOR
VICE PRESIDENT DIRECTOR OF DIGITAL AUDIENCE DEVELOPMENT, A+E NETWORKS

“Branch has completely changed our approach to paid ads. Our attribution is light years ahead of where we were, and we're seeing higher quality installs and better ROI from our paid advertising.”

JUAN LUO
VICE PRESIDENT, APUS

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2024
MARKETING
ATTRIBUTION
SOFTWARE

TOP PERFORMER





ABOUT CALIBERMIND



CaliberMind

CaliberMind offers ABM and Analytics power without the big platform overhead. Their ABM Converter & Revenue Analytics solution, built on top of their leading Customer Data Platform, lets marketers repurpose their existing CRM and Marketing Automation systems to manage, measure, and report on both Demand Generation and ABM success in days not months for a fraction of the cost of big platforms.

29

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“CaliberMind gave us the opportunity to integrate all of our platforms and get a full view of what's really going on with the customer. Integrating the stack gave us the ability to uncover foundational data issues and make data cleanse decisions that have helped our reporting tenfold.”

MONI OLOYEDE
MARKETING OPERATIONS SPECIALIST, FIDELIS
CYBERSECURITY

“Inaccurate or incomplete records became unwieldy in our marketing automation & CRM software. CaliberMind uses machine learning to cleanse, enrich, and segment data, then activate it in not only our systems of record but also our systems of action.”

ROBIN CAPUTO
CHIEF MARKETING OFFICER, DATAVAIL

“With CaliberMind, we're able to easily tie together our marketing, sales, customer, and product stacks with little to no operational overhead or manual effort.”

ERIK GARRETT
VP OF PRODUCT AND TECHNOLOGY, IMPLAN

“Having a flexible platform integrated with your full tech stack is the key to being able to understand your consumer journeys and consumer behavior.”

STEPHEN HARPER
MARKETING OPERATIONS ANALYST, AIRSHIP

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IMPLAN

zelis

WORKWAVE



apto



AIRSHIP



ABOUT DREAMDATA



Dreamdata was born out of the founders' own experience. In their own ways, Lars, Ole and Steffen struggled to gain a holistic understanding of what impact different teams in the organization were having on revenue. The solutions available were siloed and offered little insight into the long and complex B2B customer journey.

57

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“With Dreamdata we evaluate channel performance with a more sophisticated attribution model using calculated KPIs that support our marketing and sales alignment. I really appreciate Dreamdata's flexibility in adjusting KPIs but still being able to work with historical data.”

KATRIN MAYER
SENIOR PERFORMANCE MARKETING MANAGER, CAPMO

“Being able to properly identify the real and when I say real I mean multi-touch, multi-device, multi-people conversion attribution ROI of new acquisition channels was a must for our expansion strategy.”

JÚLIO PAULILLO
CRO, AGENDOR

“We measure leading and lagging indicators: expected ARR closed, New ARR created and Coverage. These KPIs are reviewed on a weekly basis and our initiatives are always addressing these KPIs.”

PEDRO COSTA
HEAD OF GROWTH, COVERFLEX

“Dreamdata is an awesome tool for getting multi-touch attribution data for HubSpot users. And we're incredibly pleased with the level of support we received from the Dreamdata team.”

MOHAMMAD KARIM
MARKETING OPERATION MANAGER, IVALUA

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ABOUT EMOTIVE



Emotive has created the category of human-to-human marketing, enabling eCommerce merchants to scale relationships with customers through conversational texting. They're extraordinarily proud of the company they've built. They're a driven, passionate, responsible group that values personal and professional growth equally. They take care of themselves, their families, their customers, and one another. They believe in sustainable and diverse approaches to work and life, because optimizing for the long-term is the best path to success.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“What sold us on Emotive was how high the conversion rate was. We were really struggling with our email marketing - emails bouncing, emails not making it to inboxes, and open rates being ridiculously low. Emotive has been one of the main marketing tools that we use, and we're super impressed with the conversion rate, the open rate, and the click through rate. We just love it.”

KIMBER GRASER
PIPER FINN

“The absolute top benefit of Emotive is that it's an easy interface that gives our customers a very personal experience. At the same time, it lightens our load on the customer service side while still being able to provide a rounded out experience for our customers.”

SEAN
CUSTOMER SERVICE & MARKETING, TRUTH TREATMENT SYSTEMS

“When we look at the percent of sales that's attributed to SMS: 33% of our sales last week came directly from Emotive. That's a really great indicator that the platform is working and that it's helpful for our customers.”

ALI
BRAND & CREATIVE DIRECTOR, SPLIT NUTRITION

“With Emotive, we have been able to start segmenting out our customers and creating more customized experiences.”

JERMAIN GIL
CHIEF MARKETING OFFICER, GOOD RANCHERS





ABOUT FACTORS.AI



Factors.AI is help B2B companies accelerate revenue by 3x. Generate leads from your anonymous website traffic & get a suite of analytics with Factors.AI. Factors.AI empowers B2B Marketing Teams to make sense of their diverse customer data and make smarter, faster decisions. With Factors, Marketers can say goodbye to data aggregation, manual analysis and spreadsheet errors, letting their AI uncover root causes and highlight anomalies for immediate action.

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TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“The team at Factors is amazing. They make sure you get what you need out of the software. I love the concept of insights that they are building. This is extremely valuable to the customers as we sort through mountains of data to come to a decision. I love the ease of integration.”

TOM S
SVP SALES & MARKETING, LYTICS

“The software is super intuitive and easy to use. Once setup tracking became a piece of cake. Thanks to Factors I can now see clearly where my leads come from. After Factors, I have increased my conversion rate by 4.3% resulting in an increase in revenue close to 15%.”

EDOARDO D
CHIEF EXECUTIVE OFFICER, DELOS LABS

“Factors's ability to consolidate conversion rates and filter different attributes gives us a clear picture of what kinds of assets we should be using across all our platforms.”

SAM BARTH
PAID MEDIA MANAGER, GROMO

“We were also previously considering other tools, but Factors.ai stood out when we looked for customer journey analytics, page metrics, data accuracy, etc.”

GOWTHAMI VASU
PERFORMANCE MARKETER, KLENTY

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ABOUT IMPROVADO



Improvado help marketers & agencies drive ROI by consolidating all their data so they can make informed decisions about their marketing campaigns. Integrations include Google, Facebook, Instagram, Snapchat, LinkedIn, Pinterest, Twitter, Adwords, Outbrain, Taboola, Adroll and many more. Take the pain out of data-driven marketing by aggregating, transforming and visualizing cross-channel marketing data all in one place, in real time.

28

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Improvado’s reporting tool effortlessly integrates all our marketing data so we can easily track users across their entire digital journey. This saves me and my team countless hours that can be wisely invested back into strategic growth planning and implementation for our clients.”

MARC CERNIGLIO
INSIGHTS & AUTOMATION MANAGER, CHACKA MARKETING

“Improvado does what it advertises, and it does it well. It pulls data from anywhere, and lets us turn it into a report to show our clients. We used to have someone doing this manually and it took them about 20 hours a week.”

ASHER KING-ABRAMSON
BELL CURVE

“We now rely fully on Improvado for multiple dashboards that we use for day-to-day marketing operations and strategy, as well as for presentations to executive leadership.”

WALEED NOURY
SENIOR MEDIA ANALYST, ACTIVISION

“Our success can be attributed to strategic optimizations and the use of the API aggregation platform, Improvado.”

VINCENT CHEVALIER
CHIEF EXECUTIVE OFFICER, IMPULSE ANALYTICS

TRUSTED BY



BELL CURVE



ASUS®

ACTIVISION®



ABOUT KOCHAVA

KOCHAVA

Kochava is the leading mobile data attribution platform and host of the largest independent mobile data marketplace, the Kochava Collective. The company provides secure, real-time data solutions to help customers establish identity, define and activate audiences, and measure and optimize all aspects of their marketing. Serving 10 of the top 10 largest apps in the world, Kochava dominates the top of the market. They provide enterprise brands with a consolidated Unified Audience Platform including data management and onboarding, cross-device configurable attribution, analytics, engagement, industry-leading fraud protection, and data enrichment....

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Any company that wants to be able to rapidly acquire users or just perform at any type of scale, needs an attribution partner. I have tried other leading platforms, but I recommend Kochava above all others. Kochava’s ability to offer operating system-level optimization has alone doubled gross revenue attributed to paid acquisition. Backflip Studios fashions whole campaigns around that data.”

KEVIN KINGVP
BUSINESS INTELLIGENCE, BACKFLIP STUDIOS

“As an advertiser, I love the variety of behavioral profiles on the Kochava platform. What first attracted me to Kochava was the ability to create audiences based on the apps they use and how often they use them, however, I was pleasantly amazed by the lengthy list of interest and behavioral targets as well.”

TRYSHA H
CLIENT SERVICES, RTBIQ

“Machine Zone chose Kochava for mobile attribution analytics not only because of their better technology, but also because of Kochava’s direct personalized customer service, which may be their biggest competitive differentiator.”

DEEPAK GUPTA
CHIEF REVENUE OFFICER, MACHINE ZONE

“The features that really make Kochava stand out are not only the attribution pieces but also the way that Kochava is rapidly evolving their product.”

CHRIS BARCINAS
DIRECTOR, EXPERIAN CUSTOMER SERVICES

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ABOUT MEASURED



Measured provides a single source of truth for media investment decisions. Measured helps brands grow by identifying media's incremental contribution to business outcomes and providing a single source of truth for media investment decisions. The Measured Intelligence Suite provides marketers with transparent experimentation across all media channels and tactics and delivers ongoing actionable insights to increase efficiency and scale media for maximum growth. Measured experiments are powered by a marketing data warehouse that was purpose-built for analytics, providing a privacy-compliant place to store, manage and utilize valuable marketing data...

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We kicked off with Measured 2 1/2 years ago to help our international DTC brands make smarter cross channel attribution decisions. They have proven to be a high value partner, adaptable to the unique requirements of each brand and region. If you are a DTC brand looking to inform media incrementality, I highly recommend Measured.”

DANIEL ROJAS
GLOBAL MARKETING DIRECTOR, ANHEUSER-BUSCH INBEV

“Facebook is a critical channel for building awareness and attracting new customers, but after the Apple tracking restrictions went into effect, attribution reports from the platform didn't look right. Measured revealed that our Facebook campaigns were indeed still delivering strong results and showed us how to allocate our budget for maximum contribution to sales.”

JOEL LAYTON
VICE PRESIDENT ECOMMERCE, SHINOLA DETROIT

“Measured has solved the cross channel attribution problem through a creative approach anchored on really smart experimentation. Finally, we have a trusted cross channel media reporting tool for our portfolio companies that applies the finance concept of incremental contribution to media portfolio investment decisions.”

MARK FISKE
OPERATING PARTNER, MARKETING, HIG GROWTH

“Measured deserves a lot of credit for being WAY out front on incrementality when many vendors in the attribution space were still really fixated on multi-touch attribution.”

ADAM LOVALLO
CO-FOUNDER, GROW.CO

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ABOUT ROCKERBOX



Rockerbox targets users that are currently exhibiting intent-based browsing behavior, reducing wasteful spend, and increasing conversions by understanding the sites and articles that are currently impacting your audience's decisions. Additionally, Hindsight by Rockerbox provides clients with a fuller path to visitation/conversion (beyond direct referrer), uncovering the influential sites, articles, and topics to ensure that you are appropriately engaging users along the way.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Display was the central question that originally led us to Rockerbox and more robust attribution modeling in general. That was the channel. We struggled the most with to measure value and it was also the channel we spent the most on. We wanted to know how much marginal revenue was this actually driving? Can we cut the spend in half and still get the same number of conversions out of the channel? We couldn't answer that question before...now that we have Rockerbox set up we felt much more confident cutting spend without seeing a loss in marginal trials.”

ZAC BOND
DIGITAL MARKETING & MARKETING & ANALYTICS
MANAGER, CBT NUGGETS

“We developed our entire budget based on Rockerbox attribution data. We leveraged Rockerbox to dictate what our spend was going to be in different channels; what new channels we were going to try to test into and what our assumed ROAS numbers were going to be. Rockerbox, or quite honestly any attribution model, should be a big part of assessing your marketing mix, crafting your marketing budget and really helping you figure out your strategy and what you should be focused on.”

ZACK ABBELL
VICE PRESIDENT OF DIGITAL & E-COMMERCE, TULA

“We needed to move beyond basic dashboarding and visualization tools and last-click attribution measurement to REALLY understand the value of our marketing activities. Only then could we ensure we were prioritizing our investments properly.”

SEAN MCGINNIS
CURRENT PRESIDENT, KURU FOOTWEAR

“The Rockerbox team has been one of the best to work with. The depth of information we can collect from Rockerbox is second to none. The team is quick to respond, not shy to push back, and constantly hungry to innovate.”

JONATHAN KIM
DIGITAL ENGINEERING DIRECTOR, THE MEDIA KITCHEN

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ABOUT SINGULAR



Singular is a marketing intelligence platform that unifies marketing analytics, giving marketers actionable insights from previously siloed data. By connecting upper funnel marketing data with lower-funnel attribution data, marketers can measure ROI from every touchpoint across multiple channels and optimize spend down to the most granular levels. Singular currently tracks over \$10 billion in digital marketing spend to revenue and lifetime value across industries including commerce, travel, gaming, entertainment, media, and on-demand services.

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We see Singular as the market-leading attribution tool. The easiest way to handle marketing attribution in the mobile space. The engineers are on the ball. Customer success and support are amazing. We just have a surety that we have the data we need. The bottom line from our experience over the last 3.5 years is that Singular just works and Singular's tools are intrinsic to our measurement success.”

DEVON KING
HEAD OF GROWTH, LUNO

“Singular has been the key to uncovering ROI across our entire customer journey, which powers us to intelligently grow our business. By utilizing Singular's attribution as part of its larger platform to unify the data across our entire marketing stack, we've gained access to unrivaled granularity to optimize against.”

KASIM ZORLU
VICE PRESIDENT OF PERFORMANCE MARKETING, ROVIO

“With Singular's mobile attribution, fraud prevention, and data aggregation solutions we were able to analyze the impact of every ad dollar and understand exactly where to invest to reach our growth goals.”

VED PRAKASH
VP- GROWTH & MARKETING, KHATABOOK

“Singular helps us unify and attribute our data, analyze our ROI and enables us to focus on our core mission.”

RAN MAKAVY
EVP CHIEF PRODUCT OFFICER, LYFT

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ABOUT TRIPLE WHALE



Triple Whale is the world's first all-in-one ecommerce operating system. With powerful data aggregations, visualizations, and improved attribution tracking, Triple Whale gives ecommerce companies a clear, quick, and transparent view of the metrics that matter. All your data in one easy-to-use dashboard. They are building the operating system for eCom.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Triple Whale plays a large part in determining where we spend our budgets. On-platform numbers are questionable post-iOS changes and we do the best we can with that fuzzy data. However, Total Impact attribution from Triple Whale allows us to meet our clients goals by bringing the data clarity we need. Without it, you're almost driving blind.”

DANIEL SHEPHERD
STRATEGY LEAD PAID SOCIAL, ADQUADRANT

“Triple Whale assembles all of your dashboards in one place, creating an overarching view of the health of your advertising. The Triple Pixel empowers you to eliminate the ads that are not performing despite Facebook's claiming to do so, saving you money and putting the power back in your hands to advertise with confidence.”

MACCOY MERKLEY
CHIEF MARKETING OFFICER, PORTLAND LEATHER GOODS

“Triple Whale makes our job easier. The clarity of data informs our decision making, and it's easier for our clients to view data than on the ad management platforms. It's helped us deliver a holistic approach to growth.”

TOBY WALLER
MANAGING PARTNER, BRICK

“The Triple Whale Pixel was invaluable for us when it came to media buying. Being able to check in with Triple Whale to see where sales were being attributed, compared to the ads platform, was vital to our success.”

BRADLEY HILLIER
MANAGING DIRECTOR, VAST MEDIA MARKETING

TRUSTED BY



brick.

MARY RUTH'S





ABOUT WINDSOR.AI

windsor.ai

Windsor.ai helps marketers to increase sales through AI technology and measure the impact of their marketing spending quantitatively. The setup is fast and no additional tagging or tracking is required. Their platform helps companies to analyse the buying journey of customers across all touch-points and uses machine learning models to adjust the media-plan to increase ROI.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Windsor.ai integrates all our multi-channel data sources and runs algorithmic attribution models on our data. This helps us to understand how our marketing campaigns impact online and instore revenue at different stages of the marketing funnel.”

VILLIE TSANG
HEAD OF DIGITAL MARKETING IN GP GLOBAL MARKETING, KEF

“We now have a clearer picture of the customer journey from first interaction all the way to enrolment. This has helped us reallocate budgets to our best performing channels and decrease cost per opportunity and cost per enrolment.”

LEE AITKEN
GENERAL MANAGER AUSTRALASIA, SAE INSTITUTE

“We are finally able to connect the dots between all the money we spend on marketing campaigns and school enrolments. We can clearly see ROI using Attribution Insights.”

MICHELLE WONG
REGIONAL BRAND AND MARKETING LEAD, COGNITA

“Thanks to Windsor.ai we can compile data from multiple channels into one place and give an “apple to apple” attribution to compare each of the channels performance.”

JHONI KUSNO
CHIEF EXECUTIVE OFFICER, OTTEN COFFEE

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2024
MARKETING
ATTRIBUTION
SOFTWARE

RISING STAR



ABOUT COMETLY



Cometly is the smart way to track, analyze and scale your Facebook ad campaigns. They help Facebook advertisers profit more from their ads by providing them better ad attribution, analytics, and decision-making insights.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“We trialed Cometly against Triple Whale for a considerable amount of ad spend, we quickly saw Cometly's superiority. Over 20% more accurate data, and improved performance on all our ads due to data being fed back to Facebook. Not only has our performance and accuracy improved, but our peace of mind has quadrupled. Knowing that our team can trust the results they see is essential to running and scaling a business.”

CO-DIRECTOR
BABYBUB

“Cometly has become the source of truth. We went from flying blind to flying with a very reliable radar in front of us. It gave us a set of eyes to actually understand how things perform, which helps us scale the ads much more.”

JONATHAN GOSPER
CHIEF OPERATING OFFICER, EVESTAR

“Cometly has allowed our performance based advertising agency to deliver on our 2x RoAS guarantee with their TRUE data attribution - they've possibly saved our business and clients' growth!”

LAURITS CHRISTENSEN
OWNER, ADSWISE

“Cometly gives me the visibility I need to confidently scale my ad campaigns. It's impossible to scale my ads without using Cometly.”

ANTHONY CAMACHO
OWNER & CHIEF EXECUTIVE OFFICER, FIVE ACES MEDIA



TRUSTED BY

FIVE ACES MEDIA



EVESTAR

babybub.
MATERNITY



ABOUT FOSPHA



Fospha is a Multi-Touch Attribution solution helps businesses work out where to spend the next dollar/pound of their marketing budget. Integrating disparate data sources from across the business, they give their customers a holistic view of their marketing data and provide the insight and tools that enable their clients to drive conversions and improve marketing ROI.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“After our Series B investment, SPOKE was diversifying across a range of marketing channels both online and offline. Fospha helped us integrate our channel attribution data with the data we gathered directly from customers, producing the most sophisticated attribution model I've ever worked with. In particular, we were making big decisions about Above-The-Line channels for which this data was extremely helpful.”

JAKE HIGGINS
VP GROWTH, SPOKE

“Our relationship with Fospha started with a measurement strategy for digital performance, allowing us to measure optimal attribution and improve visibility on customer journeys. We now have a more constructive view on how PPC and Meta Search channels are performing, and where efficiencies and strategic optimisations can be made.”

YVONNE ADAMS
REGIONAL DIRECTOR OF DIGITAL MARKETING, EMEA,
MANDARIN ORIENTAL HOTEL GROUP

“Attribution is a new way of looking at things which the team are really excited about, especially being able to identify headroom in channels and justify focus on upper funnel which will be hugely impactful for us. It's been a great experience.”

THOMAS MAY
HEAD OF GROWTH, THREAD

“Fospha have helped us to improve our paid search performance through unlocking important insights through multi-touch campaign attribution, allowing us to redistribute of paid search budget effectively and increase return on investment.”

CHLOE VAIDYA
HEAD OF MARKETING, LIBERIS

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ABOUT HOCKEYSTACK

HockeyStack

HockeyStack is a no-code SaaS analytics tool for marketing and product marketing teams with features that cover the whole customer journey from acquisition to engagement, so you can increase revenue and reduce churn.

25

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We use HockeyStack as a web analytics + revenue attribution platform with complete view into the customer lifecycle. Most of our quarterly OKRs and target metrics are measured directly from HockeyStack.”

ONEFLOW

“HockeyStack is an amazing end-to-end attribution tool! The amount of insights you can get is unmatched. It basically shows your funnels in another perspective.”

CANBERK BEKER
GLOBAL HEAD OF PAID, COGNISM

“Amazing end-to-end attribution tool The amount of insights you can get is unmatched. It basically shows your funnels in another perspective.”

CANBERK BEKE
HEAD OF GROWTH, DEEPCRAWL

“HockeyStack changed the game when it comes to LinkedIn ads attribution.”

JUSTIN ROWE
FOUNDER, IMPACTABLE

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ABOUT LEADSRX



LeadsRx is a marketing attribution platform used by B2B and B2C businesses as well as by marketing agencies. The system helps marketers understand how each advertising channel is performing in terms of driving revenue and customer acquisition events. Teams that use LeadsRx maximize Return on Ad Spend (ROAS) by reducing wasted ad spend, improving conversion rates, and understanding customer journeys. They view their mission as arming courageous marketers with the insights, technology, and confidence they need to deepen customer relationships and spark marketing performance. They enable brands to grow their business by putting the...

18

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“What LeadsRx helps you do is understand; it gives you a baseline comparison between all of your advertising, especially your broadcast mediums – TV and radio. And what that lets you do is not necessarily know, ‘OK, this is the full effect of my TV or my radio spend,’ but it gives you a way to compare all the different buys you’re making – between spots, stations, creative, and even day parts.”

JUSTIN BOWEN
DIGITAL MANAGER, THE GREAT AMERICAN HOME
STORE

“It’s been an invaluable tool to us to make sure our ad spends are working. Return on ad spend is everything in direct response and with improved analytic tools in 2018 we saw a 20% increase in ROAS; then working with LeadsRx, we have increased that at least 5% each year since.”

DAN BROWDY
CHIEF OPERATING OFFICER, ZQUIET

“That allowed us to prove that our campaigns were driving new revenue. We changed the questions from ‘are these campaigns working’ to ‘how much revenue are the campaigns driving.’”

CRAIG HARRISON
ELK MARKETING

“LeadsRx allows us to test new platforms quickly and understand whether they are winners or losers.”

SANCHEZ
ELK MARKETING

TRUSTED BY





ABOUT RULER ANALYTICS

RULER

Ruler Analytics phone tracking works by overriding the phone number on your website and replacing it with a unique phone number for each individual visitor. When the number is called the call is sent to your original number. Each time a new visitor lands on the website the phone number is changed by Ruler accordingly.

55

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The ability to track not only digital but inbound phone calls meant that the true ROI of the campaign has been easily established and we were able to adapt the campaign for improved conversion rates based on this insight. We’re now rolling out Ruler Analytics in other parts of the business and fully integrating it with our CRM system; salesforce.com.”

JAMES LAWTON-HILL
MARKETING DIRECTOR, OPTIONIS

“Customers have been really receptive to the data Ruler provides and the platform allows us easy access to data that we can use in our custom reporting. Being able to breakdown leads and reference specific conversations via our call monitoring provides so much value to the client and the performance of their marketing campaigns.”

CAMILLA TODD
HEAD OF DIGITAL MARKETING, WNW DIGITAL

“Using Ruler allows us to track the online journey and map that along the full journey, including offline touchpoints; emails, phone calls, face to face meetings and web meetings, store/showroom visits, home visits etc.”

CHRIS PRICE
FOUNDER AND MANAGER, ARK ADVANCE

“The reporting and integrations that Ruler Analytics provides us are critical when it comes to matching telephone calls and form fills to the actual leads that close in CRM.”

DAVID GILROY
CONSCIOUS

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ark.advance





ABOUT SEGMETRICS



SegMetrics is an attribution and business intelligence platform, giving you already use. Get 100% clarity on where your leads come from, how they act, and how much your marketing is really worth.

55

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Attribution could be, easily, the most challenging (tedious) part of my job, but SegMetrics is making it more manageable. The way you have helped us to keep figure which campaigns are having an impact on our revenue is something we were missing with the other tools we were using. As a marketing person, I'm thankful.”

GUSTAVO PANIAGUA
HEAD OF MARKETING, SLIDEBEAN

“SegMetrics solves the attribution problem of AdWords, Facebook and others and gives us the ability to build FLEXIBLE reporting dashboards that reflect leads, web clicks, calendar bookings, sales, customers and so much more and tie it all together visually in a way that you can tailor to your needs.”

JASON PULLIAM
FOUNDER, VITALITY MARKETING FIRM

“Thanks to SegMetrics, I can give my clients real-time understanding of their audience, and the major metrics that drive their growth. What used to take hours of merging spreadsheets is instantly available in my SegMetrics reports.”

MARCUS
EXECUTIVE COACH, MARCUS BLANKENSHIP

“SegMetrics gives you the robust attribution data you need to determine ROI and achieve your growth goals. Our marketing strategy would be flying in the dark without it!”

MICHAEL YATES
VICE PRESIDENT OF MARKETING, VIRTUANCE

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the
YOUNGRENS

REWW
REAL ESTATE WORLDWIDE

ProductLed.





ABOUT WICKED REPORTS



Wicked Reports is a marketing analytics company that provides subscription-based, actionable reports on marketing results at each stage of the customer's journey from first click to sale. It is the only company that can accurately tie marketing programs to real sales by identifying the correct last click before purchase.

51

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Wicked Reports has been tremendously valuable to us, the additional layers of data, we can now see helps us make quicker marketing decisions and more importantly reduces risks which saves us a ton of money. The trouble we have always had, was that our marketing/sales funnel is 13-18 days long and ends with a high price point sale. Wicked Reports allows us to see and...”

DAVE ARENA
CHIEF OPERATING OFFICER, COMPLETE CURRENCY TRADER

“Having an attribution model that is almost directly tied to Shopify revenue is crucial. On top of that, being able to zoom out and look at the Full Impact ROI has kept our heads in 'full funnel' mode instead of just looking campaign by campaign. We can see the influence that our YouTube campaigns have on Brand Search for example. Analyzing Wicked Reports data is a daily practice at UMZU.”

ROBERT WALKER
UMZU

“MAJOR PROPS to the team over at Wicked Reports! Attribution has been difficult to navigate and while there are so many solutions out there, we are most impressed with the Wicked Reports platform and most importantly the Wicked Team. If you're on the fence about an attribution tool, message me we are happy to share our first hand experience.”

JOHN FLOREY
CHIEF EXECUTIVE OFFICER, SAMA LABS

“Wicked Reports gives us way more data and attribution points than Facebook does. We also love how Wicked Reports shows the customer journey, which is always great to share with our clients [to show] their Facebook ads are working.”

MICHELLE PESCOSOLIDO
CO-FOUNDER, PESCOSOLIDO MARKETING

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Henry Reith

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