



Marketing Attribution Software Category

SPRING 2026
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.

Marketing attribution software provides valuable insights into the effectiveness of your marketing efforts, enabling you to optimize campaigns, allocate resources efficiently, and improve overall ROI.

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.

2026 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
by privy**  **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



 **featured**
customers





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.

335

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Adjust and AppLovin are instrumental to our UA strategy. With Adjust’s SpendWorks, we’re able to quickly identify our top channels and strategically allocate campaign budgets for peak performance. Adjust’s measurement insights also power AppLovin’s advertising engine, allowing us to quickly launch advanced campaigns optimized to the down-funnel goals we care about most.”

LIAM PETERSEN
CO-HEAD OF STUDIO, SUPER FREE GAMES

“Adjust’s support team responds quickly to inquiries and proactively engages in regular communication. Even for small matters, it’s easy to ask questions, and we are very satisfied with their support.”

SAKURA IRIUCHIJIMA
GROWTH & OPERATIONS TEAM, BUSINESS DEVELOPMENT DEPARTMENT, ANA POCKET

“With Adjust, we’ve always had a very good relationship—very open, transparent. They’re always going to bat for us and respond rapidly.”

FILIPPO DE ROSE
CMO, FABULOUS

“Adjust has been very prompt and really helped us to unlock a lot of different features for our monetization and retention efforts.”

ROBERT ZHAO
HEAD OF MARKETING, 2K GAMES



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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.

251

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“AdRoll has helped us better communicate our values as a brand, and understand the audience that supports our international growth. They help us create and manage our goals in-house and uncover insights that turn data into action. AdRoll feels like an extension of our team.”

HANNAH LEWIS
HEAD OF PPC & AFFILIATES, LOUNGE UNDERWEAR

“We are very happy with the powerful partnership between Virtua and AdRoll. We have doubled our conversion rate and the cost per acquisition has consistently been 30% lower than our goal.”

INNA KARAPETIANTS
E-COMMERCE MERCHANDISER, NESTLE

“AdRoll has access to a lot of ad placements. We can leverage that to target consumers and potential customers on different platforms that other solutions can't access.”

YOANN HAYOUN
CHIEF OPERATING OFFICER, ZOE LEV JEWELRY

“AdRoll allows us to understand how to communicate with customers in a way that gets them engaged, which leads to more new business and more repeat customers.”

DANNY BAKER
DIRECTOR OF E-COMMERCE, LANE BOOTS

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ABOUT APPSFLYER



AppsFlyer helps brands make good choices for their business and their customers with its advanced measurement, data analytics, deep linking, engagement, fraud protection, data clean room and privacy-preserving technologies. Built on the idea that brands can increase customer privacy while providing exceptional experiences, AppsFlyer empowers thousands of creators and 10,000+ technology partners to create better, more meaningful customer relationships.

491

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“By focusing on efficiency through AppsFlyer’s measurement and Snap’s bidding strategies, we uncovered far greater impact than expected. We attracted higher-value users, improved retention, and saw LOOKFANTASTIC climb the App Store rankings as a direct reflection of those optimizations.”

JAIMIN BHOGAITA
APP ACQUISITION MANAGER, LOOKFANTASTIC

“The increase in optimization events allowed Google and AppsFlyer algorithms to learn faster and more effectively. As a result, we were able to improve our bidding, targeting, and creative testing—ultimately driving stronger campaign performance and more efficient budget allocation.”

EREN DAL
DIGITAL MARKETING MANAGER, GETIR

“AppsFlyer’s data accuracy and freshness have been critical for our real-time decision-making and campaign optimization.”

THARUN ALUKA
DIRECTOR OF DIGITAL MARKETING, MONEYVIEW

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ABOUT BRANCH



Branch provides software for enterprise businesses to acquire, retain, and engage app users. The Branch platform delivers deep linking solutions that work across environments, along with AI-powered measurement to help organizations optimize advertising spend and improve ROI. World-class brands including Instacart, Western Union, NBCUniversal, Zocdoc, and Reddit rely on Branch to drive better marketing performance and keep users engaged.

244 TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Branch has transformed our approach to user journeys and attribution. Previously, linking our campaigns to user actions like installs and subscriptions was challenging, particularly with the limitations of SKAdNetwork (SKAN) and the decline of cookie tracking. With Branch, we gain a comprehensive view of campaign performance and user pathways, enabling us to measure ROI and fine-tune our strategies. The deep linking...”

MOHAMMED OGAILY
VICE PRESIDENT PRODUCT, OSN+

“The overall flexibility of Branch allowed us to focus on problem-solving rather than wasting time working around limitations, which can be an issue with most other third-party integrations. I was very impressed with the intuitive customization options that not only reduced our reliance on internal development resources but also allowed us to ensure a consistent experience for our users.”

SAB JHITTA
SENIOR PRODUCT DESIGNER, END.

“The Branch Dashboard is easy to navigate and analyze. It’s clean, intuitive, and surfaces exactly what we need without overwhelming us with noise. I can track performance, troubleshoot, and make changes without waiting on engineering. Of all the partners we’ve used, it’s been the most pleasant and productive experience.”

CHRIS RICE
PRODUCT MANAGER (MOBILE), BOATS GROUP

“Branch Discovery Ads delivered exceptional ROI for us. We saw more than 50x return on ad spend while driving high-intent traffic directly into our app. It’s one of the most efficient performance channels we’ve tested both in terms of scale and quality.”

RAHUL AGARWAL
AFFILIATE & INFLUENCERS PARTNERSHIPS, FLIPKART

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2026

**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.

34

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

“By converting unknown visitors from our website traffic into qualified leads, we can now optimize our ad buy by increasing click through rates — even though we now spend less overall.”

MICHAEL BEVAN
VP MARKETING, APTO

“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

“Every marketer has a theory. CaliberMind helps us test ours. When you can do that, you stop playing defense and start leading the strategy.”

ANDRE PROULX
VP OF REVENUE OPERATIONS, VENA

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IMPLAN

InvoiceCloud®

JORNAYA™

NetApp

payit



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.

105

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“With Dreamdata, we can finally see the complete B2B customer journey and understand what’s driving conversions. Now, we know which campaigns impact each stage, so we can fine-tune our efforts. It has completely changed how we run our paid campaigns, helping us grow our MRR.”

MICHAL KOURIL
DIRECTOR OF PERFORMANCE MARKETING, CLOUDTALK

“Dreamdata has really empowered not just our marketing leadership or marketing operations, but the whole marketing team to be more successful in their individual channels, programs and investments. And that’s paid huge dividends for us in our growth over the last 18 months.”

ALEX SHIPILLO
VP OF GROWTH MARKETING, CLIO

“Dreamdata gives us accurate insight into the performance of our content marketing initiatives and the team is dedicated to continuously improving their product and supporting their clients.”

BEN OTOMO
HEAD OF MARKETING, 24SLIDES

“Dreamdata has been instrumental in proving the benefits of applying a long-term focused mindset and in demonstrating the true impact of our efforts.”

KEVIN HJORSLEV
CO-FOUNDER, PROFOUND NORTH



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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.

54

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We leverage SMS to help build real personal relationships with our customers and deliver value where they need it most. What I like best about Emotive is they have worked closely with us to help leverage the tool in such a unique way. We're using SMS to provide one on one relationship building with our customers. This means that we offer personalized style advice and recommendations to help men take their grooming routine to the next level. This isn't a robotic service - we have a real individual working hand in hand with our customers.”

SYLVESTER LOUIS CASTILLO
BEARDBRAND

“Emotive Attribution was so easy to set up and delivered an immediate lift to our event match quality score – over 30% in the first hour. This dramatically improved our ad performance, with better attribution leading to smarter ad optimization. Thanks to Emotive, our ROAS is up 100%.”

DEIRDRE KELLY
PURA VIDA

“Emotive Attribution is a game-changer. Not only did it increase our re-marketing audiences by 30%, but it also lifted our ROAS by 15%. Thanks to Blotout, our already scaled-up trajectory received an impressive boost, helping us achieve even greater success in our marketing efforts.”

BEN YAHALOM
TRUE CLASSIC

“Emotive has been extremely helpful with getting that channel started. Especially from starting with ground zero and getting it built up, we've seen immense success within the platform and it's been a huge part of what makes Rock 'Em successful.”

HARRISON HALL
HEAD OF DIGITAL MARKETING & E-COMMERCE, ROCK 'EM SOCKS

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piper finn
big style for little feet

puravida
LIVE FREE

FireCider
APPLE CIDER VINEGAR TONICS

DREAM DUFFEL

DUGOUT Mugs



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.

47

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Factors has completely transformed my outreach. Before, it felt like I was working with a blind spot. But since using Factors, I've gained much deeper insights into who's actually visiting my landing pages, case studies, demo pages, and more. It's been a game-changer for my strategy.”

AJAY MISHRA
GROWTH SPECIALIST, HEY DIGITAL

“With Google Analytics 4 migration, we lost visibility into 94% of our website traffic. We can't identify high-intent leads or personalize outreach, hindering our ability to see if we're attracting the right set of accounts to our website and grow outbound efforts.”

PRAJAK KUMAR DAS
MARKETING ANALYTICS LEAD, MULTIPLIER

“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

“Before Factors, we struggled to show targeted LinkedIn ads to the right audience. We had no data-driven way to segment accounts or leverage intent signals effectively.”

SAURABH WAHEGAONKAR
DIRECTOR OF DEMAND GENERATION, AUDIENCEVIEW

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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.

37

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Improvado’s customer support was key to navigating the various stages of scaling SoftwareOne’s marketing data operations, from security reviews to expanding usage to global data. Furthermore, the support team exhibited excellent communication, making sure that new features and improvements were incorporated based on SoftwareOne’s specific needs and requirements. This tailored approach to customer support allowed SoftwareOne to build a strong, long-lasting relationship with Improvado, and the results speak for themselves.”

MATT MESKE
MARKETING ANALYTICS MANAGER, SOFTWAREONE

“The Improvado team has been very responsive and proactive with communication. Right from the beginning of our partnership, the Improvado team scheduled a weekly sync call to make sure we had all the support we needed to succeed, and they sent us weekly recap emails with the progress on their side.”

EVI KATSOLIERI
ANALYTICS AND INSIGHTS PRODUCT MANAGER,
ADROLL

“Improvado’s connectors were huge for us in overcoming the limitations of our previous platform. I don’t think we would have been able to get as far with data as we are now.”

SHAYNA TYLER
ANALYST, SIGNAL THEORY

“Improvado is a new lens through which to view our performance data — the level of insight and efficiency we now have is truly transformative.”

PABLO PEREZ
PERFORMANCE DIRECTOR, ADMIRAL MEDIA





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....

99

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Kochava is a cornerstone of our growth stack and media buying strategy, serving as our source of truth for campaign performance. By unifying campaign attribution and app analytics across all our streaming platforms, Kochava delivers actionable insights that empower us to make data-driven decisions, driving maximum growth and optimizing return on ad spend.”

ESMAEL JUMAH
DIGITAL CHANNELS & GTM EXPERT, INTIGRAL

“Kochava SmartLinks give us a new level of visibility into how our QR code placements in-store and across other mediums drive mobile app adoption and increased customer stickiness. Our distribution strategy for QR codes is now much more data-driven and we’re seeing direct results in the form of increased engagement.”

DANNY KOENIG
MARKETING ANALYTICS MANAGER, GOTO FOODS

“Using Kochava, we can directly attribute an incremental 16% of our in-app sales to our media efforts. These insights have empowered us to optimize mobile app acquisition and engagement efforts—leading to an incremental 32.5% YOY growth in mobile sales.”

DON SAJITH
HEAD OF ECOMMERCE & PAID MEDIA, SHAWARMER

“Kochava’s investigative fraud work was comprehensive and thorough. Their ability to illustrate the complex inner workings of digital ad fraud to the courtroom audience had a profound impact on the success of our litigation. Justice was served.”

RANDALL HAIMOVICI
ASSOCIATE GENERAL COUNSEL, UBER

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credit sesame

chatbooks



APPROVIN





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...

61

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Measured's incrementality measurement platform has been critical to shifting our customers from a correlative measurement approach to a causal view of media's impact on their business, driving portfolio diversification and resulting in growth.”

JEREMY EKES
SENIOR DIRECTOR OF CLIENT STRATEGY, JANUARY
DIGITAL

“Thanks to Measured, our catalog program is now much more precise. We've become more efficient and optimized, which is critical with a higher-spend channel like catalogs. The insights we gained from Measured were worth every penny.”

VP OF GROWTH
HOME GOODS RETAILER

“Measured helped us dive deeper into TikTok's performance and understand its true impact on our new customer acquisition goals. Without Measured, we may have cut spend in what turned out to be a very lucrative channel.”

HEAD OF PAID MEDIA ACQUISITION
AMERICAN HOME SERVICES BRAND

“By using Measured's Audience Testing, we got a clear picture of which customer segments responded best to our direct mail campaigns.”

JOSH GABBE
SENIOR DIRECTOR ECOMMERCE AND DIGITAL
MARKETING, OUTERKNOWN

TRUSTED BY



chameleon / collective



JOHNNY WAS



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.

50

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Rockerbox is a perfect fit for our complex marketing strategy. No other platform was able to accommodate the decentralized nature of our various markets and yet still provide us a cohesive and clear understanding of their impact at large and on a granular level. Working with Rockerbox gives us the full-stack approach to marketing measurement we need to continue to scale.”

DAVID COHEN
WEIGHTWATCHERS

“[Rockerbox] has allowed us to feel confident in scaling and seeing how our dollars influence the entire customer journey. We have so much more intelligence in terms of optimizing campaigns holistically and knowing where these campaigns fit within the customer journey.”

KYLE BRUCCULERI
VICE PRESIDENT OF ECOMMERCE, GORJANA

“We recognized Rockerbox as an option early on, but Northbeam worked as a proof of concept for our online channels. Once we started working more heavily in multi-touch attribution (MTA), Rockerbox became the better and more complete solution.”

ARMEN ROSTAMIAN
VICE PRESIDENT, BODI

“Rockerbox has allowed us to see how channels work together, clarifying the roles each plays in driving conversions. This clarity enables better planning and cross-channel alignment.”

LAUR FIATOA-NEWMAN
DIRECTOR OF GROWTH, 3Z

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3Z BRANDS

BAUBLEBAR

INDOCHINO

getMaid

DigitalOcean



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.

147

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Singular helped us save operation costs, define the resources we needed for the migration, and coordinate the team we needed. We completed 80% of the migration in less than 2 months with a small squad of 2 senior developers. Which made the migration more than worth it for us.”

SEBASTIAN PONTILLO
HEAD OF MARKETING TECHNOLOGY, TENPO

“Singular has been an important growth partner for ConfirmTkt, not just in attribution and reporting, but also in other features like fraud installs or any kind of fraud alerting. These have played an important role in understanding the key metrics of the business.”

SUBHADEEP CHAKRABORTY
SENIOR MANAGER – GROWTH, CONFIRMTKT

“Singular is our single source of truth for attribution and data-driven decision making. They are essential for making smart marketing decisions, optimizing budget allocation, and understanding what truly drives performance.”

ALEXANDER HRANKIN
CHIEF EXECUTIVE OFFICER, SCRAMBLY

“Singular gave us the foundation to scale our UA operations without losing visibility. More partners, more campaigns, and we still know exactly what’s driving performance.”

GÜNAY AZER
FOUNDER, GAMELIGHT

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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.

94

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“When we saw Triple Whale got a huge Series B investment, our team was excited to see what all of the buzz was about. We discovered a platform that had all the bells and whistles and was a lot easier to use than our existing software, and were happy to make the switch.”

BRAYDEN KEISKER
MARKETING ANALYST, COZY EARTH

“We've been able to cut back on how many ads we need to build every day and become more critical about analyzing performance. Triple Whale and Moby Agents have made us more strategic about where—and how—we focus our efforts.”

LOCKE FITZPATRICK
DIGITAL MARKETING MANAGER, LSKD

“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

“With Meta and Google's strategic direction, we need significantly more creative volume. The Creative Insights Agent helps alleviate this burden by clearly identifying which elements of our ads are driving results.”

JACOB SEWAK
SENIOR PAID GROWTH STRATEGIST, WHITELABELED

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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.

35

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Club Med strives to continually reinvent happiness for families across Asia, and so understanding our interaction with these consumers whether online or in-resort is key for us to deliver against that promise. Windsor’s attribution modelling allows us to craft better and more seamless stories on our online touchpoints, all while driving better business results.”

JAMIE NG
MARKETING, REGIONAL MARKETING MANAGER, ASIA PACIFIC, CLUB MED

“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

“With Windsor.ai I measure my marketing performance. I can then take manual action or send the conversion data directly back into the advertising platforms where it can be used by algorithms to optimise outcomes. This has helped us to increase our marketing ROI by 35%.”

MADS CHRISTENSEN
DIGITAL GROWTH MARKETING MANAGER, HBK

“Windsor.ai makes it very easy for us to ensure we stay on top of all campaigns and challenge our agencies. I can easily see what can be optimised because I have full transparency in one single view.”

SEBASTIAN PAUL
GLOBAL DIGITAL MARKETING, VICTORINOX SWISS ARMY

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iProspect

DECATHLON

Betty Bossi

Club Med

Schroders



 **featured**
customers





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.

32

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Cometly has revolutionized our approach to digital advertising. It provides comprehensive data, making it much easier to run and target ads effectively. Without real data, advertising can be incredibly challenging, but Cometly simplifies the entire process. The setup is straightforward, and we can easily target our ads with precision. We’ve seen a significant improvement in our ROAS day by day, which is crucial for our success. Thank you, Cometly, for transforming our marketing efforts!”

MITALI DAS
DIGITAL MARKETING MANAGER, LG BILLET

“Cometly has been a game-changer for our marketing team. It’s perfect for seeing all paid channels in one unified dashboard, making it easy to track and analyze performance across platforms. Their support team is outstanding and always there when you need them. Thanks to Cometly, we’ve streamlined our attribution tracking and gained valuable insights into conversion tracking on multiple ad platforms.”

BARIS ZEREN
CHIEF EXECUTIVE OFFICER, BOOKYOURDATA

“Cometly has been a game-changer for tracking client results across Facebook, Instagram, and Google. Its intuitive data tracking tools have significantly streamlined our decision-making process, enabling us to deliver enhanced results much more quickly. I highly recommend Cometly to anyone looking to elevate their digital marketing efficiency.”

ALVARO BERRIOS
CHIEF EXECUTIVE OFFICER, ALVARO BERRIOS DIGITAL

“Cometly gives me complete insight on my Ad Accounts, allowing me to make daily decisions on ads to scale and ads to kill. Very happy with Cometly and the team there.”

TOM KRUG
GOAFI

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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.

94

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Fospha, along with our PPC agency, helped us to work out which campaigns were underperforming, and integration with Kenshoo meant that our PPC team could spend more time helping us with broader business decisions – optimizing on copy and campaign analysis instead of managing bids manually.”

CHLOE WATT
DIGITAL MARKETING & PERFORMANCE MANAGER, NO1 LOUNGES

“Fospha has essentially been acting like a Director of Growth for me, guiding my strategy and helping me make decisions. We beat last year’s Black Friday performance on every key metric.”

GARRETT MULLENIX
GROWTH MARKETING MANAGER, MUD\WTR

“Fospha has been super helpful in helping Nest clients understand the value of social, upper funnel investment and emerging channels like TT, Pin and Snap.”

LUKE JONAS
CO-FOUNDER, NEST

“Fospha has been a game changer for understanding how our paid media channels are performing.”

WILL WILKIE
DIGITAL MARKETING MANAGER, OH POLLY

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GRIND

cup



ESTD 1905
J.W. HULME CO.
MADE IN AMERICA

Andie



ABOUT 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.

47

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“HockeyStack is helping us track what was previously considered the dark funnel. We have insights into activities I previously thought were immeasurable and unable to be tracked. With this information we narrow in on what initiatives are working or not working.”

RACHEL WALLACE
PERFORMANCE MARKETING MANAGER, OUTREACH

“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

“Our structure enables everyone to track their own KPIs and identify areas for improvement. It's easier now to see what's working and make adjustments accordingly.”

BITMOVIN

“Thanks to HockeyStack, i now have visibility that over the last month my LinkedIn organic posts impacted \$27K in ARR.”

CASEY HILL
SR. GROWTH MANAGER, ACTIVECAMPAIGN

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LAVENDER

→magnetiq←

INCOGNIA™

DEEPCRAWL

CORO



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

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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

“LeadsRx technology allows us to talk to our clients about multi-touch campaigns. We talk about touchpoints, the sales funnel and the customer journey.”

MICHAEL FRISCHLING
CO-OWNER, STEEL CITY MEDIA

“Optimizing for ROAS is an iterative process. It is important to keep an eye on the data and make campaign adjustments based on new real-time results.”

D2C ECOMMERCE COMPANY

“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

“Having Ruler customer journey data in play meant that we could better optimize our campaigns and drive more results for our customers.”

EZRUL MEHZAS
SENIOR DEMAND GENERATION CONSULTANT,
BRIGHTTAIL

“Ruler can identify which PPC key words are driving good quality conversions, improving the amount of business driven by each campaign.”

AMY SMEATON
HAYES CONNOR SOLICITORS

“Ruler has allowed us to streamline our entire digital dashboard by allowing us to track goals more relevant to our business.”

STEPHEN TAYLOR
HEAD OF DIGITAL, TOTALMOBILE

“Ruler has assisted us to look deeper at our campaigns, particularly across display.”

DYLAN WALSH
HEAD OF OPERATIONS, CIRCLELOOP

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EMBRYO



brighttail

Barcan+Kirby



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

“We had issues getting an accurate report of where our leads and conversions were coming from and where our dollars were best spent. We were concerned about the cost of Segmetrics, as it's a more expensive solution than we've used in the past. However, we gave it a go because it is a robust solution that integrates with our tools and platform, and it looks like it will scale well with us as we grow. We are a new business and just starting to get a...”

EMILY HUNKLER
CHIEF OPERATING OFFICER, QUICKLY HIRE

“Giving Segmetrics a try was better than doing nothing! I started to use SegMetrics because I didn't know where my leads and sales were coming from, so I couldn't increase ad spend in the right places. While I found that SegMetrics doesn't meet all of my needs, I did discover that Facebook is underreporting my sales. I've enjoyed not having to depend on Facebook's faulty attribution reports. I've also enjoyed the ability to bring all of my digital...”

YMANI EFUNYALE
FOUNDER, GOOD VIBES CLEAN LLC

“So just real quick, an introduction. Keith Perhac is a developer turn marketer who works with entrepreneurs to improve their sales funnels and maximize their marketing dollars. He's the founder of SegMetrics, which is a revenue and lead attribution tool built specifically for marketers like you. What I also want to share here is that here at AdOutreach, we use SegMetrics internally on our marketing team, and so we can absolutely...”

DAVE ANDERSON
DIRECTOR OF CLIENT SUCCESS, AD OUTREACH

“Signed up a few weeks ago. Data is rolling in and it's a game changer. Probably going to save \$10k/month instantly...”

TROY BUCKHOLDT
FOUNDER/CEO, COURSECAREERS

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COPYHACKERS



EmberTribe

Dr. Axe
FOOD IS MEDICINE

Hott



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

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FEATURED TESTIMONIALS

“I felt frustrated in the past, where we were doing a lot of the right things, but didn't know what was working or not working. There wasn't clarity, there wasn't confidence, and that's when we discovered Wicked Reports. It removed the frustration, the headaches, and removed the guesswork about what we should be doing and what we could be doing to scale our business further, faster, and much sooner otherwise, without an elaborate data team. Take advantage of the breakthrough Wicked Reports has allowed us and our clients. If I have to do to a desert island with my laptop, and somehow I had internet access, what would I pick? The truth is, I'd pick an autoresponder, I'd pick Wicked Reports, and I'd be off to the races.”

OLIVER BILLSON
FOUNDER, OLIVER BILLSON MARKETING

“Marketing attribution is the holy grail of digital marketing. Wicked Reports has cracked the code!”

ASH DHARAN
SENIOR DIRECTOR, PERFORMANCE, NEIL PATEL DIGITAL AUSTRALIA

“Easily save thousands per month turning down or off the wrong campaign and make tens of thousands more turning up the right one.”

BOBBY STOCKS

“We couldn't trust ad agency & social platform reporting because our cash reserves weren't telling the same story.”

BEN COOK
PRINTED KICKS

TRUSTED BY

Henry Reith



BOBBY STOCKS
BUSINESS STRATEGIST



COLE'S CLASSROOM