Attribution Modeling Platforms

Attribution modeling platforms offer a way to untangle the web of attributing conversions to the right touchpoints, providing insights that can inform future marketing strategies and drive growth. With a plethora of options available, selecting the right attribution modeling platform for your business can be overwhelming. Here is our list of some of the top attribution modeling platforms on the market, helping you make an informed decision that aligns with your business goals and objectives.

Ruler Analytics: With its multi-channel attribution capabilities, you can track online and offline conversions, determine your return on ad spend (ROAS), and pinpoint which campaigns, channels, and keywords are driving conversions. Ruler Analytics allows you to compare different rule-based attribution models like first click, last click, and linear attribution. You can also map the customer journey to understand how visitors discover your business, make purchases, or convert through other actions like filling out a form or engaging with a sales rep.

Adjust: Adjust is a mobile attribution and analytics platform that helps marketers track the performance of their mobile app marketing campaigns. It leverages precise attribution data and detailed reporting to drive impact, provide valuable insights, and fuel strategic growth for businesses of all kinds. Adjust provides insights into user acquisition, engagement, and retention.

Adobe Analytics: Adobe Analytics is a web analytics platform that offers attribution modeling capabilities. The platform supports cross-channel attribution and offers several attribution models, such as first touch, last touch, and linear, to help you understand the impact of your marketing efforts across different touchpoints. It also provides insights into customer behavior, campaign performance, and audience segmentation

Google Attribution: Google Attribution is a part of Google Marketing Platform that helps you track and analyze the performance of your marketing campaigns across channels. It offers insights into conversion paths and attribution modeling.

HubSpot Attribution: HubSpot Attribution is a feature within HubSpot's marketing platform that helps marketers track the ROI of their marketing efforts. HubSpot provides detailed Attribution Reporting, offering insights into both Contact Attribution and Revenue Attribution. This granular level of reporting allows you to track the effectiveness of their campaigns accurately and make data-driven decisions to optimize your strategies.

Neustar: Neustar offers marketing attribution and analytics solutions to help measure the impact of both your online and offline campaigns. It provides insights into customer behavior and campaign performance..

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Terminus: Terminus is an account-based marketing platform that offers attribution modeling capabilities. It helps marketers track the ROI of their ABM campaigns and optimize their targeting strategies. By integrating Terminus with your CRM and marketing automation systems, you can generate tailored first, last, and multi-touch attribution reports. Terminus goes beyond measuring just your ABM program; it provides insights into your entire marketing and sales strategy, helping you understand the full impact of your efforts across the customer journey.

LeadsRx: LeadsRx is a marketing attribution platform that offers multi-touch attribution modeling. LeadsRx also offers customer journey mapping, dashboard creation, conversion tracking, real-time touchpoint performance analysis, and visual metrics. The platform allows you to track marketing activities across both online and offline channels, including social media, TV, radio, mobile, phone, SMS, tradeshows and meetings.

WhatConverts: With features like auto-organized leads, multi-channel marketing attribution, and data-driven insights, the WhatConverts dashboard centralizes all essential information for easy access. Additionally, WhatConverts boasts over a thousand integrations with various marketing tools and platforms, ensuring seamless integration into your existing workflows.

Windsor.ai: Windsor.ai is a marketing analytics platform that offers attribution modeling solutions. It takes multi-touch attribution a step further by providing your Return on Advertising Spend (ROAS) for all touchpoints. By combining multi-touch attribution with customer journey and cost data, Windsor.ai offers a comprehensive understanding of your marketing ROI, helping you refine your strategies for maximum impact.

Rockerbox: Rockerbox is a marketing attribution platform that specializes in multi-touch attribution modeling. Additionally, features of Rockerbox include cross-channel attribution, analytics, audience targeting, activity tracking, budgeting, spend analysis, customer journey mapping and more. Track the customer journey across channels and touchpoints to understand the impact of each marketing interaction on conversions.