

# **Global Marketing Attribution Software Market Size study & Forecast, by Component (Solution and Services), by Attribution Type (Single Source, Multi Source, and Probabilistic or Algorithmic), by Organization Size (Small & Medium-Sized Enterprises, Large Enterprises), by Deployment Type (On-Premise, Cloud) and Regional Analysis, 2022-2029**

<https://marketpublishers.com/r/G0D85536D3D8EN.html>

Date: February 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G0D85536D3D8EN

## **Abstracts**

Global Marketing Attribution Software Market is valued at approximately USD 3.1 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 15.5% over the forecast period 2022-2029. Marketing Attribution Software is an analytical tool utilized to analyze marketing touchpoints a consumer encounters during the purchase of a product or service. Moreover, it is used to identify marketing tactics that are contributing to conversions for a business. Software based marketing attribution tools are utilized to evaluate channels and messages which had the greatest impact on the purchase decision of a customer. The increasing adoption of cloud-based solutions & services and growing application of personalized marketing across industries are key factors accelerating the market growth.

Business organizations are adopting cloud-based applications and services to increase flexibility & reduce operating expenditure which in turn contributes to the growth of the Global Marketing Attribution Software Market. For instance, according to Statista – in 2021, the global cloud applications market was valued at USD 133.6 billion, and the market is projected to grow to USD 168.6 billion by 2025. Additionally, in 2022, the global public cloud services market witnessed a growth rate of approximately 20.4 percent and reached USD 495 billion. Also, the rising acceptance of AI and Big Data technologies and growing digitization in post covid era would create a lucrative growth

prospectus for the market over the forecast period. However, the high cost of Marketing Attribution Software and concern over data privacy & security stifle the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Marketing Attribution Software Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the presence of leading market players and increasing adoption of targeted & personalized marketing from the business organizations in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising penetration of smartphones & high speed internet services coupled with growing startup ecosystem in the region.

Major market players included in this report are:

Google LLC

SAP SE

Visual IQ – A Nielsen Company

Oracle Inc.

Rockerbox, Inc.

Neustar, Inc.

Engagio Inc.

LeadsRx, Inc.

LeanData Inc.

Merkle Inc.

Recent Developments in the Market:

In October 2019, USA based Merkle, a data-driven performance marketing agency launched a new platform named Archie, a scalable solution for marketers to gain cross-channel media and marketing insights. This new platform enables businesses to conduct advanced and unified performance measurements across media and CRM channels.

Global Marketing Attribution Software Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Component, Attribution Type, Organization Size, Deployment Type,

## Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World  
Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

## By Component

Solution

Services

## By Attribution Type

Single Source

Multi Source

Probabilistic or Algorithmic

## By Organization Size

Small & Medium-Sized Enterprises

Large Enterprises

## By Deployment Type

On-Premise

Cloud

## By Region:

North America

U.S.

Canada

Europe

UK

Germany  
France  
Spain  
Italy  
ROE  
Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
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Latin America  
Brazil  
Mexico  
RoLA  
Rest of the World

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