

# **Global Multi-Touch Marketing Attribution Software Market Size study & Forecast, by Component (Solution and Services), by Organization Size (SMEs and Large Enterprises), by Deployment Type (Cloud and On-Premises), by Vertical and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global Multi-Touch Marketing Attribution Software Market is valued at approximately USD 1.86 billion in 2024 and is expected to expand with a CAGR of more than 14.90% during the forecast period 2025-2035. Multi-touch marketing attribution software enables enterprises to analyze and evaluate the impact of each customer touchpoint in the buyer's journey, thereby allowing data-driven decision-making and optimizing marketing spend. By linking sales outcomes with channel interactions, businesses can better allocate budgets, sharpen targeting strategies, and maximize ROI. The surge in digital adoption, rapid acceleration of omnichannel campaigns, and mounting pressure to justify marketing investments have catalyzed market growth. The proliferation of advanced analytics, AI-driven modeling, and real-time customer engagement platforms further reinforces the adoption of these solutions across sectors worldwide.

The rapid shift toward data-centric marketing and measurable campaign performance has amplified demand for attribution solutions across industries. Organizations are compelled to embrace software that tracks customer journeys across multiple digital and offline platforms, from social media ads and search marketing to in-store experiences. According to industry reports, global digital ad spend exceeded USD 600 billion in 2023 and is projected to rise steadily in the years ahead. This upsurge underscores the growing importance of attributing conversions accurately to the right

touchpoints. Moreover, the emergence of privacy regulations and the impending phasing out of third-party cookies are pushing enterprises to adopt sophisticated attribution models to maintain transparency and accountability in their campaigns.

The detailed segments and sub-segments included in the report are:

By Component:

Solution

Services

By Organization Size:

SMEs

Large Enterprises

By Deployment Type:

Cloud

On-Premises

By Vertical:

Banking, Financial Services & Insurance (BFSI)

Healthcare

Retail & E-commerce

IT & Telecom

Travel & Hospitality

Media & Entertainment

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

## Large Enterprises are Expected to Dominate the Market

Large enterprises are projected to hold the lion's share of the market throughout the forecast period. Their higher marketing budgets, global-scale operations, and greater emphasis on measuring ROI from multi-channel campaigns have fueled significant investments in attribution solutions. With complex customer journeys spanning digital, offline, and hybrid channels, large organizations require advanced analytics and AI-driven attribution models to derive actionable insights. SMEs, while comparatively slower in adoption, are beginning to catch up, driven by increasing digital transformation initiatives and demand for cost-effective SaaS-based solutions.

## Cloud Deployment Leads in Revenue Contribution

In terms of deployment, cloud-based solutions currently dominate revenue contributions. Businesses increasingly rely on cloud deployment due to its scalability, lower upfront investment, rapid integration capabilities, and ability to process vast

streams of real-time customer interaction data. On-premises deployment still finds favor among organizations with stringent data sovereignty and compliance requirements, especially in highly regulated industries. However, cloud deployment is projected to remain the preferred choice as digital-first strategies accelerate, and hybrid marketing environments demand flexibility and interoperability across platforms.

The key regions considered for the Global Multi-Touch Marketing Attribution Software Market study include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. North America leads the market owing to its mature digital advertising ecosystem, widespread adoption of advanced marketing technologies, and presence of leading solution providers. The region also benefits from strong regulatory frameworks encouraging transparency in data usage. Asia Pacific, on the other hand, is poised to experience the fastest growth during the forecast period. Rising smartphone penetration, expanding internet connectivity, and the exponential growth of e-commerce in countries like India and China are fueling demand for attribution solutions. Europe maintains a steady market driven by strict GDPR compliance and the shift of enterprises toward transparent customer engagement strategies.

Major market players included in this report are:

Adobe Inc.

Google LLC

Salesforce, Inc.

Oracle Corporation

Neustar, Inc.

AppsFlyer Ltd.

Rockerbox, Inc.

Wicked Reports, Inc.

Engagio, Inc.

LeanData, Inc.

Marketing Evolution, Inc.

LeadsRx, Inc.

Visual IQ (Acquired by Nielsen)

Singular Labs, Inc.

Campaign Watch, Inc.

### Global Multi-Touch Marketing Attribution Software Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

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

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the

market are explained below:

#### Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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