

Global Referral Tracking Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Referral Tracking Software market size is expected to reach \$ 1124 million by 2032, rising at a market growth of 13.3% CAGR during the forecast period (2026-2032).

Referral Tracking Software is a specialized digital tool built to monitor, record, attribute, manage, and reward referral marketing activities. It systematically tracks traffic, leads, sales, sign-ups, or conversions generated from word-of-mouth referrals, partner shares, affiliate links, customer recommendations, employee referrals, and influencer promotions.

Core core capabilities include generating unique tracking links/codes, attributing customer conversions to specific referrers in real time, calculating commission/reward payouts, storing referral data, automating reward distribution, and generating performance analytics reports. It eliminates manual spreadsheet tracking errors, clarifies contribution accountability, and optimizes referral program operation for businesses of all sizes.

Growth is mainly driven by rising customer acquisition costs, the need for measurable word-of-mouth marketing, growth of DTC brands and SaaS companies, and the shift toward performance-based marketing budgets. Companies use referral tracking tools because referred customers often have higher trust, lower acquisition cost and better retention than customers acquired through paid ads.

North America is the largest market because of high SaaS adoption, mature e-commerce, strong startup/DTC ecosystems and widespread use of referral programs in software, fintech and subscription services. Europe is also mature, especially in e-

commerce, telecom, financial services and consumer apps. Asia-Pacific is the fastest-growing region, supported by mobile commerce, social commerce, digital wallets and app-based referral campaigns in China, India, Japan, South Korea and Southeast Asia.

The market is fragmented. Competition is based on ease of campaign setup, attribution accuracy, fraud prevention, reward automation, integrations, multi-channel tracking, analytics dashboards, API flexibility and support for both B2C and B2B referral workflows.

The market is moving from simple referral-code tracking toward full partner and advocacy management.

The outlook is positive. Referral tracking software should continue growing at a double-digit rate as companies seek lower-cost acquisition channels and measurable customer advocacy programs. Growth will be strongest in e-commerce, SaaS, fintech, consumer apps, education platforms, subscription services and creator-commerce ecosystems. Main challenges include fraud, attribution disputes, reward abuse, low referral participation, integration complexity, data-privacy compliance and competition from broader affiliate, loyalty and CRM platforms that bundle referral tracking as a feature.

This report studies the global Referral Tracking Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Referral Tracking Software, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Referral Tracking Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Referral Tracking Software total market, 2021-2032, (USD Million)

Global Referral Tracking Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Referral Tracking Software total market, key domestic companies, and share, (USD Million)

Global Referral Tracking Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Referral Tracking Software total market by Type, CAGR, 2021-2032, (USD

Million)

Global Referral Tracking Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Referral Tracking Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include impact.com, Yotpo Loyalty & Referrals, Extole, Birdeye Referrals, Mention Me, Ambassador, Friendbuy, ReferralCandy, PartnerStack, Referral Factory, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Referral Tracking Software market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Referral Tracking Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Referral Tracking Software Market, Segmentation by Type:

Cloud-based

On-premises

Global Referral Tracking Software Market, Segmentation by Target User Group & Program Scenario:

Customer Referral Tracking Software

Affiliate Marketing Tracking Software

Employee Referral Tracking Software (HR-focused)

B2B Partner / Reseller Referral Software

Influencer & Creator Referral Tracker

Global Referral Tracking Software Market, Segmentation by Attribution Logic & Tracking Mechanism:

Link/Unique Code-Based Tracking

Cookie-Based Session Attribution

Post-Purchase Email / Offline Code Tracking

Multi-Touch Multi-Level Attribution

Mobile Deep Link Tracking

Global Referral Tracking Software Market, Segmentation by Application:

Large Enterprises

SMEs

Companies Profiled:

impact.com

Yotpo Loyalty & Referrals

Extole

Birdeye Referrals

Mention Me

Ambassador

Friendbuy

ReferralCandy

PartnerStack

Referral Factory

Referral Rock

Talkable

Everflow

Affise

Refersion

Post Affiliate Pro

TUNE

Influitive

InviteReferrals

Viral Loops

Genius Referrals

CustomerGauge

GrowSurf

TapMango

Revetize

BrandChamp

Impartner

Hello Referrals

ReferralMagic

Weimob

Key Questions Answered

1. How big is the global Referral Tracking Software market?
2. What is the demand of the global Referral Tracking Software market?
3. What is the year over year growth of the global Referral Tracking Software market?
4. What is the total value of the global Referral Tracking Software market?
5. Who are the Major Players in the global Referral Tracking Software market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Referral Tracking Software Introduction
- 1.2 World Referral Tracking Software Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Referral Tracking Software Total Market by Region (by Headquarter Location)
 - 1.3.1 World Referral Tracking Software Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Referral Tracking Software Revenue (2021-2032)
 - 1.3.3 China Based Company Referral Tracking Software Revenue (2021-2032)
 - 1.3.4 Europe Based Company Referral Tracking Software Revenue (2021-2032)
 - 1.3.5 Japan Based Company Referral Tracking Software Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Referral Tracking Software Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Referral Tracking Software Revenue (2021-2032)
 - 1.3.8 India Based Company Referral Tracking Software Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Referral Tracking Software Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Referral Tracking Software Consumption Value (2021-2032)
- 2.2 World Referral Tracking Software Consumption Value by Region
 - 2.2.1 World Referral Tracking Software Consumption Value by Region (2021-2026)
 - 2.2.2 World Referral Tracking Software Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Referral Tracking Software Consumption Value (2021-2032)
- 2.4 China Referral Tracking Software Consumption Value (2021-2032)
- 2.5 Europe Referral Tracking Software Consumption Value (2021-2032)
- 2.6 Japan Referral Tracking Software Consumption Value (2021-2032)
- 2.7 South Korea Referral Tracking Software Consumption Value (2021-2032)
- 2.8 ASEAN Referral Tracking Software Consumption Value (2021-2032)
- 2.9 India Referral Tracking Software Consumption Value (2021-2032)

3 WORLD REFERRAL TRACKING SOFTWARE COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Referral Tracking Software Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
 - 3.2.1 Global Referral Tracking Software Industry Rank of Major Players
 - 3.2.2 Global Concentration Ratios (CR4) for Referral Tracking Software in 2025
 - 3.2.3 Global Concentration Ratios (CR8) for Referral Tracking Software in 2025
- 3.3 Referral Tracking Software Company Evaluation Quadrant
- 3.4 Referral Tracking Software Market: Overall Company Footprint Analysis
 - 3.4.1 Referral Tracking Software Market: Region Footprint
 - 3.4.2 Referral Tracking Software Market: Company Product Type Footprint
 - 3.4.3 Referral Tracking Software Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: Referral Tracking Software Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: Referral Tracking Software Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: Referral Tracking Software Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Referral Tracking Software Consumption Value Comparison
 - 4.2.1 United States VS China: Referral Tracking Software Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Referral Tracking Software Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Referral Tracking Software Companies and Market Share, 2021-2026
 - 4.3.1 United States Based Referral Tracking Software Companies, Headquarters (States, Country)
 - 4.3.2 United States Based Companies Referral Tracking Software Revenue, (2021-2026)
- 4.4 China Based Companies Referral Tracking Software Revenue and Market Share, 2021-2026

4.4.1 China Based Referral Tracking Software Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Referral Tracking Software Revenue, (2021-2026)

4.5 Rest of World Based Referral Tracking Software Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Referral Tracking Software Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Referral Tracking Software Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Referral Tracking Software Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Cloud-based

5.2.2 On-premises

5.3 Market Segment by Type

5.3.1 World Referral Tracking Software Market Size by Type (2021-2026)

5.3.2 World Referral Tracking Software Market Size by Type (2027-2032)

5.3.3 World Referral Tracking Software Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY TARGET USER GROUP & PROGRAM SCENARIO

6.1 World Referral Tracking Software Market Size Overview by Target User Group & Program Scenario: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Target User Group & Program Scenario

6.2.1 Customer Referral Tracking Software

6.2.2 Affiliate Marketing Tracking Software

6.2.3 Employee Referral Tracking Software (HR-focused)

6.2.4 B2B Partner / Reseller Referral Software

6.2.5 Influencer & Creator Referral Tracker

6.3 Market Segment by Target User Group & Program Scenario

6.3.1 World Referral Tracking Software Market Size by Target User Group & Program Scenario (2021-2026)

6.3.2 World Referral Tracking Software Market Size by Target User Group & Program Scenario (2027-2032)

6.3.3 World Referral Tracking Software Market Size Market Share by Target User

Group & Program Scenario (2027-2032)

7 MARKET ANALYSIS BY ATTRIBUTION LOGIC & TRACKING MECHANISM

7.1 World Referral Tracking Software Market Size Overview by Attribution Logic & Tracking Mechanism: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Attribution Logic & Tracking Mechanism

7.2.1 Link/Unique Code-Based Tracking

7.2.2 Cookie-Based Session Attribution

7.2.3 Post-Purchase Email / Offline Code Tracking

7.2.4 Multi-Touch Multi-Level Attribution

7.2.5 Mobile Deep Link Tracking

7.3 Market Segment by Attribution Logic & Tracking Mechanism

7.3.1 World Referral Tracking Software Market Size by Attribution Logic & Tracking Mechanism (2021-2026)

7.3.2 World Referral Tracking Software Market Size by Attribution Logic & Tracking Mechanism (2027-2032)

7.3.3 World Referral Tracking Software Market Size Market Share by Attribution Logic & Tracking Mechanism (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Referral Tracking Software Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Large Enterprises

8.2.2 SMEs

8.3 Market Segment by Application

8.3.1 World Referral Tracking Software Market Size by Application (2021-2026)

8.3.2 World Referral Tracking Software Market Size by Application (2027-2032)

8.3.3 World Referral Tracking Software Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 impact.com

9.1.1 impact.com Details

9.1.2 impact.com Major Business

9.1.3 impact.com Referral Tracking Software Product and Services

9.1.4 impact.com Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 impact.com Recent Developments/Updates

9.1.6 impact.com Competitive Strengths & Weaknesses

9.2 Yotpo Loyalty & Referrals

9.2.1 Yotpo Loyalty & Referrals Details

9.2.2 Yotpo Loyalty & Referrals Major Business

9.2.3 Yotpo Loyalty & Referrals Referral Tracking Software Product and Services

9.2.4 Yotpo Loyalty & Referrals Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Yotpo Loyalty & Referrals Recent Developments/Updates

9.2.6 Yotpo Loyalty & Referrals Competitive Strengths & Weaknesses

9.3 Extole

9.3.1 Extole Details

9.3.2 Extole Major Business

9.3.3 Extole Referral Tracking Software Product and Services

9.3.4 Extole Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Extole Recent Developments/Updates

9.3.6 Extole Competitive Strengths & Weaknesses

9.4 Birdeye Referrals

9.4.1 Birdeye Referrals Details

9.4.2 Birdeye Referrals Major Business

9.4.3 Birdeye Referrals Referral Tracking Software Product and Services

9.4.4 Birdeye Referrals Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 Birdeye Referrals Recent Developments/Updates

9.4.6 Birdeye Referrals Competitive Strengths & Weaknesses

9.5 Mention Me

9.5.1 Mention Me Details

9.5.2 Mention Me Major Business

9.5.3 Mention Me Referral Tracking Software Product and Services

9.5.4 Mention Me Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 Mention Me Recent Developments/Updates

9.5.6 Mention Me Competitive Strengths & Weaknesses

9.6 Ambassador

9.6.1 Ambassador Details

9.6.2 Ambassador Major Business

- 9.6.3 Ambassador Referral Tracking Software Product and Services
- 9.6.4 Ambassador Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
- 9.6.5 Ambassador Recent Developments/Updates
- 9.6.6 Ambassador Competitive Strengths & Weaknesses
- 9.7 Friendbuy
 - 9.7.1 Friendbuy Details
 - 9.7.2 Friendbuy Major Business
 - 9.7.3 Friendbuy Referral Tracking Software Product and Services
 - 9.7.4 Friendbuy Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Friendbuy Recent Developments/Updates
 - 9.7.6 Friendbuy Competitive Strengths & Weaknesses
- 9.8 ReferralCandy
 - 9.8.1 ReferralCandy Details
 - 9.8.2 ReferralCandy Major Business
 - 9.8.3 ReferralCandy Referral Tracking Software Product and Services
 - 9.8.4 ReferralCandy Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.8.5 ReferralCandy Recent Developments/Updates
 - 9.8.6 ReferralCandy Competitive Strengths & Weaknesses
- 9.9 PartnerStack
 - 9.9.1 PartnerStack Details
 - 9.9.2 PartnerStack Major Business
 - 9.9.3 PartnerStack Referral Tracking Software Product and Services
 - 9.9.4 PartnerStack Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.9.5 PartnerStack Recent Developments/Updates
 - 9.9.6 PartnerStack Competitive Strengths & Weaknesses
- 9.10 Referral Factory
 - 9.10.1 Referral Factory Details
 - 9.10.2 Referral Factory Major Business
 - 9.10.3 Referral Factory Referral Tracking Software Product and Services
 - 9.10.4 Referral Factory Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Referral Factory Recent Developments/Updates
 - 9.10.6 Referral Factory Competitive Strengths & Weaknesses
- 9.11 Referral Rock
 - 9.11.1 Referral Rock Details

- 9.11.2 Referral Rock Major Business
- 9.11.3 Referral Rock Referral Tracking Software Product and Services
- 9.11.4 Referral Rock Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
- 9.11.5 Referral Rock Recent Developments/Updates
- 9.11.6 Referral Rock Competitive Strengths & Weaknesses
- 9.12 Talkable
 - 9.12.1 Talkable Details
 - 9.12.2 Talkable Major Business
 - 9.12.3 Talkable Referral Tracking Software Product and Services
 - 9.12.4 Talkable Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Talkable Recent Developments/Updates
 - 9.12.6 Talkable Competitive Strengths & Weaknesses
- 9.13 Everflow
 - 9.13.1 Everflow Details
 - 9.13.2 Everflow Major Business
 - 9.13.3 Everflow Referral Tracking Software Product and Services
 - 9.13.4 Everflow Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Everflow Recent Developments/Updates
 - 9.13.6 Everflow Competitive Strengths & Weaknesses
- 9.14 Affise
 - 9.14.1 Affise Details
 - 9.14.2 Affise Major Business
 - 9.14.3 Affise Referral Tracking Software Product and Services
 - 9.14.4 Affise Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Affise Recent Developments/Updates
 - 9.14.6 Affise Competitive Strengths & Weaknesses
- 9.15 Refersion
 - 9.15.1 Refersion Details
 - 9.15.2 Refersion Major Business
 - 9.15.3 Refersion Referral Tracking Software Product and Services
 - 9.15.4 Refersion Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Refersion Recent Developments/Updates
 - 9.15.6 Refersion Competitive Strengths & Weaknesses
- 9.16 Post Affiliate Pro

- 9.16.1 Post Affiliate Pro Details
- 9.16.2 Post Affiliate Pro Major Business
- 9.16.3 Post Affiliate Pro Referral Tracking Software Product and Services
- 9.16.4 Post Affiliate Pro Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
- 9.16.5 Post Affiliate Pro Recent Developments/Updates
- 9.16.6 Post Affiliate Pro Competitive Strengths & Weaknesses
- 9.17 TUNE
 - 9.17.1 TUNE Details
 - 9.17.2 TUNE Major Business
 - 9.17.3 TUNE Referral Tracking Software Product and Services
 - 9.17.4 TUNE Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.17.5 TUNE Recent Developments/Updates
 - 9.17.6 TUNE Competitive Strengths & Weaknesses
- 9.18 Influitive
 - 9.18.1 Influitive Details
 - 9.18.2 Influitive Major Business
 - 9.18.3 Influitive Referral Tracking Software Product and Services
 - 9.18.4 Influitive Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.18.5 Influitive Recent Developments/Updates
 - 9.18.6 Influitive Competitive Strengths & Weaknesses
- 9.19 InviteReferrals
 - 9.19.1 InviteReferrals Details
 - 9.19.2 InviteReferrals Major Business
 - 9.19.3 InviteReferrals Referral Tracking Software Product and Services
 - 9.19.4 InviteReferrals Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.19.5 InviteReferrals Recent Developments/Updates
 - 9.19.6 InviteReferrals Competitive Strengths & Weaknesses
- 9.20 Viral Loops
 - 9.20.1 Viral Loops Details
 - 9.20.2 Viral Loops Major Business
 - 9.20.3 Viral Loops Referral Tracking Software Product and Services
 - 9.20.4 Viral Loops Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.20.5 Viral Loops Recent Developments/Updates
 - 9.20.6 Viral Loops Competitive Strengths & Weaknesses

9.21 Genius Referrals

9.21.1 Genius Referrals Details

9.21.2 Genius Referrals Major Business

9.21.3 Genius Referrals Referral Tracking Software Product and Services

9.21.4 Genius Referrals Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.21.5 Genius Referrals Recent Developments/Updates

9.21.6 Genius Referrals Competitive Strengths & Weaknesses

9.22 CustomerGauge

9.22.1 CustomerGauge Details

9.22.2 CustomerGauge Major Business

9.22.3 CustomerGauge Referral Tracking Software Product and Services

9.22.4 CustomerGauge Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.22.5 CustomerGauge Recent Developments/Updates

9.22.6 CustomerGauge Competitive Strengths & Weaknesses

9.23 GrowSurf

9.23.1 GrowSurf Details

9.23.2 GrowSurf Major Business

9.23.3 GrowSurf Referral Tracking Software Product and Services

9.23.4 GrowSurf Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.23.5 GrowSurf Recent Developments/Updates

9.23.6 GrowSurf Competitive Strengths & Weaknesses

9.24 TapMango

9.24.1 TapMango Details

9.24.2 TapMango Major Business

9.24.3 TapMango Referral Tracking Software Product and Services

9.24.4 TapMango Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.24.5 TapMango Recent Developments/Updates

9.24.6 TapMango Competitive Strengths & Weaknesses

9.25 Revetize

9.25.1 Revetize Details

9.25.2 Revetize Major Business

9.25.3 Revetize Referral Tracking Software Product and Services

9.25.4 Revetize Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.25.5 Revetize Recent Developments/Updates

- 9.25.6 Revetize Competitive Strengths & Weaknesses
- 9.26 BrandChamp
 - 9.26.1 BrandChamp Details
 - 9.26.2 BrandChamp Major Business
 - 9.26.3 BrandChamp Referral Tracking Software Product and Services
 - 9.26.4 BrandChamp Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.26.5 BrandChamp Recent Developments/Updates
 - 9.26.6 BrandChamp Competitive Strengths & Weaknesses
- 9.27 Impartner
 - 9.27.1 Impartner Details
 - 9.27.2 Impartner Major Business
 - 9.27.3 Impartner Referral Tracking Software Product and Services
 - 9.27.4 Impartner Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.27.5 Impartner Recent Developments/Updates
 - 9.27.6 Impartner Competitive Strengths & Weaknesses
- 9.28 Hello Referrals
 - 9.28.1 Hello Referrals Details
 - 9.28.2 Hello Referrals Major Business
 - 9.28.3 Hello Referrals Referral Tracking Software Product and Services
 - 9.28.4 Hello Referrals Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.28.5 Hello Referrals Recent Developments/Updates
 - 9.28.6 Hello Referrals Competitive Strengths & Weaknesses
- 9.29 ReferralMagic
 - 9.29.1 ReferralMagic Details
 - 9.29.2 ReferralMagic Major Business
 - 9.29.3 ReferralMagic Referral Tracking Software Product and Services
 - 9.29.4 ReferralMagic Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
 - 9.29.5 ReferralMagic Recent Developments/Updates
 - 9.29.6 ReferralMagic Competitive Strengths & Weaknesses
- 9.30 Weimob
 - 9.30.1 Weimob Details
 - 9.30.2 Weimob Major Business
 - 9.30.3 Weimob Referral Tracking Software Product and Services
 - 9.30.4 Weimob Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

9.30.5 Weimob Recent Developments/Updates

9.30.6 Weimob Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Referral Tracking Software Industry Chain

10.2 Referral Tracking Software Upstream Analysis

10.3 Referral Tracking Software Midstream Analysis

10.4 Referral Tracking Software Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Referral Tracking Software Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Referral Tracking Software Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Referral Tracking Software Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Referral Tracking Software Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Referral Tracking Software Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Referral Tracking Software Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Referral Tracking Software Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Referral Tracking Software Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Referral Tracking Software Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Referral Tracking Software Players in 2025

Table 12. World Referral Tracking Software Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Referral Tracking Software Company Evaluation Quadrant

Table 14. Head Office of Key Referral Tracking Software Players

Table 15. Referral Tracking Software Market: Company Product Type Footprint

Table 16. Referral Tracking Software Market: Company Product Application Footprint

Table 17. Referral Tracking Software Mergers & Acquisitions Activity

Table 18. United States VS China Referral Tracking Software Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Referral Tracking Software Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Referral Tracking Software Companies, Headquarters (States, Country)

Table 21. United States Based Companies Referral Tracking Software Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Referral Tracking Software Revenue Market Share (2021-2026)

Table 23. China Based Referral Tracking Software Companies, Headquarters (Province, Country)

Table 24. China Based Companies Referral Tracking Software Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Referral Tracking Software Revenue Market Share (2021-2026)

Table 26. Rest of World Based Referral Tracking Software Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Referral Tracking Software Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Referral Tracking Software Revenue Market Share (2021-2026)

Table 29. World Referral Tracking Software Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Referral Tracking Software Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Referral Tracking Software Market Size by Type (2027-2032) & (USD Million)

Table 32. World Referral Tracking Software Market Size by Target User Group & Program Scenario, (USD Million), 2021 & 2025 & 2032

Table 33. World Referral Tracking Software Market Size Value by Target User Group & Program Scenario (2021-2026) & (USD Million)

Table 34. World Referral Tracking Software Market Size by Target User Group & Program Scenario (2027-2032) & (USD Million)

Table 35. World Referral Tracking Software Market Size by Attribution Logic & Tracking Mechanism, (USD Million), 2021 & 2025 & 2032

Table 36. World Referral Tracking Software Market Size Value by Attribution Logic & Tracking Mechanism (2021-2026) & (USD Million)

Table 37. World Referral Tracking Software Market Size by Attribution Logic & Tracking Mechanism (2027-2032) & (USD Million)

Table 38. World Referral Tracking Software Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Referral Tracking Software Market Size by Application (2021-2026) & (USD Million)

Table 40. World Referral Tracking Software Market Size by Application (2027-2032) & (USD Million)

Table 41. impact.com Basic Information, Manufacturing Base and Competitors

Table 42. impact.com Major Business

Table 43. impact.com Referral Tracking Software Product and Services

Table 44. impact.com Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. impact.com Recent Developments/Updates

Table 46. impact.com Competitive Strengths & Weaknesses

Table 47. Yotpo Loyalty & Referrals Basic Information, Manufacturing Base and Competitors

Table 48. Yotpo Loyalty & Referrals Major Business

Table 49. Yotpo Loyalty & Referrals Referral Tracking Software Product and Services

Table 50. Yotpo Loyalty & Referrals Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Yotpo Loyalty & Referrals Recent Developments/Updates

Table 52. Yotpo Loyalty & Referrals Competitive Strengths & Weaknesses

Table 53. Extole Basic Information, Manufacturing Base and Competitors

Table 54. Extole Major Business

Table 55. Extole Referral Tracking Software Product and Services

Table 56. Extole Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Extole Recent Developments/Updates

Table 58. Extole Competitive Strengths & Weaknesses

Table 59. Birdeye Referrals Basic Information, Manufacturing Base and Competitors

Table 60. Birdeye Referrals Major Business

Table 61. Birdeye Referrals Referral Tracking Software Product and Services

Table 62. Birdeye Referrals Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Birdeye Referrals Recent Developments/Updates

Table 64. Birdeye Referrals Competitive Strengths & Weaknesses

Table 65. Mention Me Basic Information, Manufacturing Base and Competitors

Table 66. Mention Me Major Business

Table 67. Mention Me Referral Tracking Software Product and Services

Table 68. Mention Me Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Mention Me Recent Developments/Updates

Table 70. Mention Me Competitive Strengths & Weaknesses

Table 71. Ambassador Basic Information, Manufacturing Base and Competitors

Table 72. Ambassador Major Business

Table 73. Ambassador Referral Tracking Software Product and Services

Table 74. Ambassador Referral Tracking Software Revenue, Gross Margin and Market

Share (2021-2026) & (USD Million)

Table 75. Ambassador Recent Developments/Updates

Table 76. Ambassador Competitive Strengths & Weaknesses

Table 77. Friendbuy Basic Information, Manufacturing Base and Competitors

Table 78. Friendbuy Major Business

Table 79. Friendbuy Referral Tracking Software Product and Services

Table 80. Friendbuy Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. Friendbuy Recent Developments/Updates

Table 82. Friendbuy Competitive Strengths & Weaknesses

Table 83. ReferralCandy Basic Information, Manufacturing Base and Competitors

Table 84. ReferralCandy Major Business

Table 85. ReferralCandy Referral Tracking Software Product and Services

Table 86. ReferralCandy Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. ReferralCandy Recent Developments/Updates

Table 88. ReferralCandy Competitive Strengths & Weaknesses

Table 89. PartnerStack Basic Information, Manufacturing Base and Competitors

Table 90. PartnerStack Major Business

Table 91. PartnerStack Referral Tracking Software Product and Services

Table 92. PartnerStack Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. PartnerStack Recent Developments/Updates

Table 94. PartnerStack Competitive Strengths & Weaknesses

Table 95. Referral Factory Basic Information, Manufacturing Base and Competitors

Table 96. Referral Factory Major Business

Table 97. Referral Factory Referral Tracking Software Product and Services

Table 98. Referral Factory Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. Referral Factory Recent Developments/Updates

Table 100. Referral Factory Competitive Strengths & Weaknesses

Table 101. Referral Rock Basic Information, Manufacturing Base and Competitors

Table 102. Referral Rock Major Business

Table 103. Referral Rock Referral Tracking Software Product and Services

Table 104. Referral Rock Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. Referral Rock Recent Developments/Updates

Table 106. Referral Rock Competitive Strengths & Weaknesses

Table 107. Talkable Basic Information, Manufacturing Base and Competitors

Table 108. Talkable Major Business
Table 109. Talkable Referral Tracking Software Product and Services
Table 110. Talkable Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 111. Talkable Recent Developments/Updates
Table 112. Talkable Competitive Strengths & Weaknesses
Table 113. Everflow Basic Information, Manufacturing Base and Competitors
Table 114. Everflow Major Business
Table 115. Everflow Referral Tracking Software Product and Services
Table 116. Everflow Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 117. Everflow Recent Developments/Updates
Table 118. Everflow Competitive Strengths & Weaknesses
Table 119. Affise Basic Information, Manufacturing Base and Competitors
Table 120. Affise Major Business
Table 121. Affise Referral Tracking Software Product and Services
Table 122. Affise Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 123. Affise Recent Developments/Updates
Table 124. Affise Competitive Strengths & Weaknesses
Table 125. Refersion Basic Information, Manufacturing Base and Competitors
Table 126. Refersion Major Business
Table 127. Refersion Referral Tracking Software Product and Services
Table 128. Refersion Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 129. Refersion Recent Developments/Updates
Table 130. Refersion Competitive Strengths & Weaknesses
Table 131. Post Affiliate Pro Basic Information, Manufacturing Base and Competitors
Table 132. Post Affiliate Pro Major Business
Table 133. Post Affiliate Pro Referral Tracking Software Product and Services
Table 134. Post Affiliate Pro Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 135. Post Affiliate Pro Recent Developments/Updates
Table 136. Post Affiliate Pro Competitive Strengths & Weaknesses
Table 137. TUNE Basic Information, Manufacturing Base and Competitors
Table 138. TUNE Major Business
Table 139. TUNE Referral Tracking Software Product and Services
Table 140. TUNE Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 141. TUNE Recent Developments/Updates
Table 142. TUNE Competitive Strengths & Weaknesses
Table 143. Influitive Basic Information, Manufacturing Base and Competitors
Table 144. Influitive Major Business
Table 145. Influitive Referral Tracking Software Product and Services
Table 146. Influitive Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 147. Influitive Recent Developments/Updates
Table 148. Influitive Competitive Strengths & Weaknesses
Table 149. InviteReferrals Basic Information, Manufacturing Base and Competitors
Table 150. InviteReferrals Major Business
Table 151. InviteReferrals Referral Tracking Software Product and Services
Table 152. InviteReferrals Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 153. InviteReferrals Recent Developments/Updates
Table 154. InviteReferrals Competitive Strengths & Weaknesses
Table 155. Viral Loops Basic Information, Manufacturing Base and Competitors
Table 156. Viral Loops Major Business
Table 157. Viral Loops Referral Tracking Software Product and Services
Table 158. Viral Loops Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 159. Viral Loops Recent Developments/Updates
Table 160. Viral Loops Competitive Strengths & Weaknesses
Table 161. Genius Referrals Basic Information, Manufacturing Base and Competitors
Table 162. Genius Referrals Major Business
Table 163. Genius Referrals Referral Tracking Software Product and Services
Table 164. Genius Referrals Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 165. Genius Referrals Recent Developments/Updates
Table 166. Genius Referrals Competitive Strengths & Weaknesses
Table 167. CustomerGauge Basic Information, Manufacturing Base and Competitors
Table 168. CustomerGauge Major Business
Table 169. CustomerGauge Referral Tracking Software Product and Services
Table 170. CustomerGauge Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 171. CustomerGauge Recent Developments/Updates
Table 172. CustomerGauge Competitive Strengths & Weaknesses
Table 173. GrowSurf Basic Information, Manufacturing Base and Competitors
Table 174. GrowSurf Major Business

Table 175. GrowSurf Referral Tracking Software Product and Services
Table 176. GrowSurf Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 177. GrowSurf Recent Developments/Updates
Table 178. GrowSurf Competitive Strengths & Weaknesses
Table 179. TapMango Basic Information, Manufacturing Base and Competitors
Table 180. TapMango Major Business
Table 181. TapMango Referral Tracking Software Product and Services
Table 182. TapMango Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 183. TapMango Recent Developments/Updates
Table 184. TapMango Competitive Strengths & Weaknesses
Table 185. Revetize Basic Information, Manufacturing Base and Competitors
Table 186. Revetize Major Business
Table 187. Revetize Referral Tracking Software Product and Services
Table 188. Revetize Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 189. Revetize Recent Developments/Updates
Table 190. Revetize Competitive Strengths & Weaknesses
Table 191. BrandChamp Basic Information, Manufacturing Base and Competitors
Table 192. BrandChamp Major Business
Table 193. BrandChamp Referral Tracking Software Product and Services
Table 194. BrandChamp Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 195. BrandChamp Recent Developments/Updates
Table 196. BrandChamp Competitive Strengths & Weaknesses
Table 197. Impartner Basic Information, Manufacturing Base and Competitors
Table 198. Impartner Major Business
Table 199. Impartner Referral Tracking Software Product and Services
Table 200. Impartner Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 201. Impartner Recent Developments/Updates
Table 202. Impartner Competitive Strengths & Weaknesses
Table 203. Hello Referrals Basic Information, Manufacturing Base and Competitors
Table 204. Hello Referrals Major Business
Table 205. Hello Referrals Referral Tracking Software Product and Services
Table 206. Hello Referrals Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 207. Hello Referrals Recent Developments/Updates

Table 208. Hello Referrals Competitive Strengths & Weaknesses
Table 209. ReferralMagic Basic Information, Manufacturing Base and Competitors
Table 210. ReferralMagic Major Business
Table 211. ReferralMagic Referral Tracking Software Product and Services
Table 212. ReferralMagic Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 213. ReferralMagic Recent Developments/Updates
Table 214. ReferralMagic Competitive Strengths & Weaknesses
Table 215. Weimob Basic Information, Manufacturing Base and Competitors
Table 216. Weimob Major Business
Table 217. Weimob Referral Tracking Software Product and Services
Table 218. Weimob Referral Tracking Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 219. Weimob Recent Developments/Updates
Table 220. Weimob Competitive Strengths & Weaknesses
Table 221. Global Key Players of Referral Tracking Software Upstream (Raw Materials)
Table 222. Global Referral Tracking Software Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Referral Tracking Software Picture

Figure 2. World Referral Tracking Software Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Referral Tracking Software Total Revenue (2021-2032) & (USD Million)

Figure 4. World Referral Tracking Software Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Referral Tracking Software Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Referral Tracking Software Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Referral Tracking Software Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Referral Tracking Software Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Referral Tracking Software Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Referral Tracking Software Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Referral Tracking Software Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Referral Tracking Software Revenue (2021-2032) & (USD Million)

Figure 13. Referral Tracking Software Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Referral Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 16. World Referral Tracking Software Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Referral Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 18. China Referral Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Referral Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Referral Tracking Software Consumption Value (2021-2032) & (USD Million)

Million)

Figure 21. South Korea Referral Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Referral Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 23. India Referral Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Referral Tracking Software by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Referral Tracking Software Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Referral Tracking Software Markets in 2025

Figure 27. United States VS China: Referral Tracking Software Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Referral Tracking Software Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Referral Tracking Software Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Referral Tracking Software Market Size Market Share by Type in 2025

Figure 31. Cloud-based

Figure 32. On-premises

Figure 33. World Referral Tracking Software Market Size Market Share by Type (2021-2032)

Figure 34. World Referral Tracking Software Market Size by Target User Group & Program Scenario, (USD Million), 2021 & 2025 & 2032

Figure 35. World Referral Tracking Software Market Size Market Share by Target User Group & Program Scenario in 2025

Figure 36. Customer Referral Tracking Software

Figure 37. Affiliate Marketing Tracking Software

Figure 38. Employee Referral Tracking Software (HR-focused)

Figure 39. B2B Partner / Reseller Referral Software

Figure 40. Influencer & Creator Referral Tracker

Figure 41. World Referral Tracking Software Market Size Market Share by Target User Group & Program Scenario (2021-2032)

Figure 42. World Referral Tracking Software Market Size by Attribution Logic & Tracking Mechanism, (USD Million), 2021 & 2025 & 2032

Figure 43. World Referral Tracking Software Market Size Market Share by Attribution Logic & Tracking Mechanism in 2025

Figure 44. Link/Unique Code-Based Tracking

Figure 45. Cookie-Based Session Attribution

Figure 46. Post-Purchase Email / Offline Code Tracking

Figure 47. Multi-Touch Multi-Level Attribution

Figure 48. Mobile Deep Link Tracking

Figure 49. World Referral Tracking Software Market Size Market Share by Attribution Logic & Tracking Mechanism (2021-2032)

Figure 50. World Referral Tracking Software Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 51. World Referral Tracking Software Market Size Market Share by Application in 2025

Figure 52. Large Enterprises

Figure 53. SMEs

Figure 54. World Referral Tracking Software Market Size Market Share by Application (2021-2032)

Figure 55. Referral Tracking Software Industrial Chain

Figure 56. Methodology

Figure 57. Research Process and Data Source

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