

# Marketing Attribution Software Market is Expected to Reach USD 12.9 Billion by 2031—Allied Market Research

*Software assists to optimize marketing expenditure & leads to deliver positive results in respect to product innovation & better personalization boost market.*

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/EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Marketing Attribution Software Market](#) is Expected to Reach USD 12.9 Billion by 2031—Allied Market

Research." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

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Marketing attribution software helps marketing teams to aggregate and normalize consumer data from across channels to ensure each interaction is properly weighted. Furthermore, businesses have shifted toward digitalization and increased implementation of Industry 4.0 to cope with ongoing tough business competition, which creates the need for seamless solution and platform to meet the businesses requirements, which eventually boost the adoption of marketing attribution software in various sectors rapidly.

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On the basis of component, the solution segment dominated the marketing attribution software market size in 2021 and is expected to continue this trend during the forecast period. The



adoption of Marketing attribution software provides numerous benefits to the industry such as, streamline the business process, eliminate the manual process and reduces the time and costs, further fuel the growth of the market. However, services segment highest growth market share in the upcoming year. The adoption of marketing attribution services enhances software implementation, maximize the value of existing installation by optimizing it, and minimize the deployment cost & risks, and others, further fuel the growth of the marketing attribution software market for this segment.

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Region-wise, North America dominated the market share in 2021 for the marketing attribution software market. Adoption of marketing attribution software growing steadily to meet increasing demands from today's businesses to enhance their business process and improve the customer experience will provide lucrative opportunities for the market in this region.

The key players that operate in the marketing attribution software market analysis are Adobe Inc., Alphabet Inc., Hubspot, Inc., Merkle Inc., Oracle Corporation, Ruler Analytics Ltd., SAP SE, The Nielsen Company, Windsor.ai and Wizaly SAS. These players have adopted various strategies to increase their market penetration and strengthen their position in the marketing attribution software industry.

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## KEY FINDINGS OF THE STUDY

- By Component, the Solution segment accounted for the largest marketing attribution software market share in 2021.
- By Deployment Model, the on-premise segment accounted for the largest marketing attribution software market share in 2021.
- By Type, the multi-source attribution accounted for the largest marketing attribution software market share in 2021.
- On the basis of Organization Size, the large enterprise segment accounted for the largest marketing attribution software market share in 2021.
- Depending on Industry Vertical, the consumer goods and retail sector accounted for the largest marketing attribution software market share in 2021.
- Region wise, North America generated highest revenue in 2021.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts, and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

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David Correa  
Allied Analytics LLP  
+1 503-894-6022

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