

# Marketing Attribution Software Market Projected to Hit USD 12.9 Billion by 2031, Expanding at a 15.5% CAGR

*Growing focus of firms on increasing their marketing expenditure is expected to drive the growth of the global marketing attribution software market.*

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[/EINPresswire.com/](https://www.einpresswire.com/) -- The global

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was valued at \$3.1 billion in

2021, and is projected to reach \$12.9 billion by 2031, growing at a CAGR of 15.5% from 2022 to 2031. Growing focus of firms on increasing their marketing expenditure is expected to drive the growth of the global marketing attribution software market. In addition, the marketing attribution software also provides firms with various advantages such as enhanced personalization, optimizing marketing expenditure of firms, and assisting firms in adding new features to their products. This, in turn, will help in expanding the scope of demand for marketing attribution software across various sectors. Nevertheless, increase in investments across BFSI, IT & telecom, and healthcare sectors will create new growth opportunities for the global market.

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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.

Based on type, the multi-source attribution segment was the largest in 2021, occupying more



**MARKETING ATTRIBUTION SOFTWARE MARKET**

OPPORTUNITIES AND FORECAST, 2021 - 2031

Marketing attribution software market is expected to reach **\$12.9 Billion** in 2031

Growing at a **CAGR of 15.5%** (2022-2031)

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Marketing Attribution Software Market

than half of the overall [marketing attribution software market share](#) and is likely to dominate the global market share during the forecast period. The growth of the segment during the forecast timeline is owing to the growing need for raising the marketing expenditures and the increase in marketing channels for contacting end users. However, the probabilistic or algorithmic attribution segment is expected to grow at the fastest CAGR of 18.7% during 2022-2031. The growth of the segment during the forecast period can be attributed to the ability of probabilistic or algorithmic attribution model to evaluate, convert, and non-convert consumer journeys. Apart from this, it aids in determining which marketing channels have the greatest impact and importance at various touch points throughout the consumer journey.

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<https://www.alliedmarketresearch.com/marketing-attribution-software-market/purchase-options>

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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- Adobe Inc.
- Alphabet Inc.
- Hubspot, Inc.
- Merkle Inc.
- Oracle Corporation
- Ruler Analytics Ltd.
- SAP SE
- The Nielsen Company
- Windsor.ai
- Wizaly SAS

The report analyzes these key players of the global marketing attribution software market. These players have adopted various strategies such as expansion, new product launches, partnerships, and others to increase their market penetration and strengthen their position in the industry. The report is helpful in determining the business performance, operating segments, product portfolio, and developments by every market player.

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Moreover, it is anticipated that post pandemic, companies will focus more on solutions that will support advanced planning and mitigate the impact of similar events in the future. Furthermore, increased requirement to optimize marketing expenditure while analyzing customer behavior for targeted marketing activities has fueled a boom in demand for marketing attribution software market. As a result, the global sales of [marketing attribution software have grown](#). The marketing attribution software is projected to have increased demand in the coming years as more marketers use data-driven approaches for efficient marketing operations. In addition, it also offers a lot of advantages to businesses, such as marketing expenditure optimization and data-driven decision making, as well as performance measurement. Such benefits provide lucrative growth opportunities for the marketing attribution software market forecast.

Based on organization size, the large enterprises segment held the largest share of nearly two-thirds of the global marketing attribution software market share in 2021, and is expected to maintain a prominent growth during the forecast period. The growth of the segment over the forecast timeframe can be attributed to the technological developments in the marketing attribution software such AI supported data analytics and data mining, which has increased the adoption of the product among large enterprises. However, the small and medium-sized enterprises segment is likely to exhibit the highest CAGR of 17.3% in 2031. The segmental growth can be credited to the continuous rise in number of government initiatives through various digital SME campaigns throughout the world.

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Factors such as shutdown of educational institutions, offices, & manufacturing facilities for an indefinite period; major shift toward work-from-home culture; and implementation of social distancing policies have led to increasing need of technologies, which can help them to pass through these difficult times. COVID-19 has positively impacted on the digital transformation initiative, which is expected to provide the lucrative growth opportunities for the marketing attribution software industry in the upcoming year.

Regional Market: [https://www.alliedmarketresearch.com/purchase-enquiry/A31613](#)

Based on region, the market in the North American region held the largest market share in 2021, accounting for more than one-third of the global marketing attribution software market share. The growth of the regional market during the forecast timeline is due to the increase in usage of marketing attribution software solution in BFSI, travel, healthcare and other sectors to improve businesses and customer experience. However, the Asia-Pacific region is likely to dominate the global market share and record the highest CAGR of nearly 17.9% during the forecast timeline. The growth of the market in the region over the forecast period can be credited to the increase in penetration of advanced technology and higher adoption of cloud-based solution and

services. The other regions discussed in the report are Europe and LAMEA.

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