



AttribuLead launches on WordPress.org, bringing self-hosted lead attribution to WordPress

Pro release connects marketing sources to WooCommerce / Easy Digital Downloads revenue while keeping attribution records in the site owner's WordPress database.

VANCOUVER , BRITISH COLUMBIA , CANADA, August 25, 2026 /EINPresswire.com/ -- [AttribuLead](#), a self-hosted marketing attribution plugin for WordPress, today announced the availability of [AttribuLead Free](#) on the WordPress.org plugin directory and the release of [AttribuLead Pro](#), which connects acquisition sources to leads, customers, and ecommerce revenue.

The plugin is designed to answer a question that becomes difficult on many WordPress sites: Which marketing source produced this lead or sale? Campaign parameters can disappear after the first visit, direct returns can obscure the original source, and referrals from AI assistants may be grouped into broader traffic categories. AttribuLead records attribution inside WordPress, preserves the visitor's first meaningful source, and shows the signal and confidence behind each classification.

AttribuLead Free captures leads from Gravity Forms, Contact Form 7, WPForms, embedded HubSpot forms, and compatible generic forms. It classifies visits using available campaign parameters, advertising click identifiers, referrers, and recognized AI-assistant referrals. Source Lock protects the original meaningful source from being replaced by a later direct visit.

AttribuLead Pro extends that record to WooCommerce and Easy Digital Downloads transactions. Site owners can compare first-touch, last-touch, and effective-source models; review customers and per-currency lifetime value; account for refunds and renewals; and see revenue that Source Lock recovered from Direct or Unknown attribution. After marketing costs are entered manually or imported by CSV, profitability reports calculate return on ad spend, cost per lead, customer acquisition cost, and lifetime-value-to-acquisition-cost ratios.

The release also adds evidence-based recommendations, scheduled email reports, and multi-CRM delivery. HubSpot, Brevo, and Zoho CRM connectors are designated stable. Custom Webhook and Salesforce via webhook remain Beta.

"WordPress owners should not have to export every visitor journey to another platform just to understand which marketing created a customer," said Vlad Kolarov, founder and developer of

AttribuLead. "AttribuLead keeps the evidence close to the website, preserves the source that earned the visit, and connects that evidence to the lead or revenue it produced."

AttribuLead recognizes referrals from services including ChatGPT, Claude, Gemini, and Perplexity only when an observable referrer is available. It does not infer traffic that browsers or assistants do not expose. Attribution processing runs within WordPress; data leaves the site only through integrations configured by the administrator.

AttribuLead Free is available from the WordPress.org plugin directory at wordpress.org/plugins/attribulead/. AttribuLead Pro plans are Starter at \$99 per year, Business at \$249 per year, and Agency at \$399 per year. Existing Free users can upgrade without discarding their AttribuLead data and settings.

About AttribuLead

AttribuLead is an independently developed WordPress plugin that connects marketing sources, campaigns, and observable AI referrals to leads, customers, and revenue using first-party, self-hosted attribution. Learn more at attribulead.com.

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