

Q226 - Attribution Vendor Search

Summary

Opportunity/Need:

We are actively seeking a new Multi-Touch Attribution (MTA) partner that can integrate all of our omnichannel data. Our primary need is for a solution that is SOC2 and GDPR compliant with robust integrations into our existing martech stack. It is crucial that the platform supports incrementality measurements and can pass our stringent enterprise-level infosec and legal processes.

Next Steps:

We are in the process of assembling a shortlist and plan to make a decision within 3-6 months. Given the complexity and the requirements, we are seeking detailed discussions with experts who can demonstrate their capability to meet our needs efficiently.

Timing

Process Stage: Assembling shortlist **Decision Timeline:** 3-6 months

Company Basics

Annual company revenue	# of employees
\$50M - \$250M	1,000 - 5,000

Line of business	Product types
E-commerce / Retail	Furniture

Channels

B2C Ecommerce, B2C Omnichannel, B2B Ecommerce, B2B Omnichannel, B2C/B2B Omnichannel

Footprint

E-commerce platform	Monthly website visitors
Salesforce Commerce Cloud	500K - 2M

Total # of skus
10,000 - 50,000

Average order value (AOV)
\$300 - \$1,000

Stack

What types of solutions do you end up using the most?

Enterprise Contract (custom terms, invoiced), SaaS Subscription (monthly or annual)

How do you measure marketing success? (select all that apply)

Internal methodology, Incrementality / lift studies

Procurement

How are approvals handled?

I own budget & decisions, Procurement / Legal review

Specific Questions for Vendor to Answer

Question 1:

We require a solution that can connect via API to our legacy data feed. How flexible is your solution?

Goals / Requirements

Find a new MTA partner that can pull in all our omnichannel data. SOC2, GDPR compliant, robust integrations with our other martech platforms, incrementality, able to pass an enterprise level infosec and legal process.

Ideal Next Steps

- Get Pricing Info