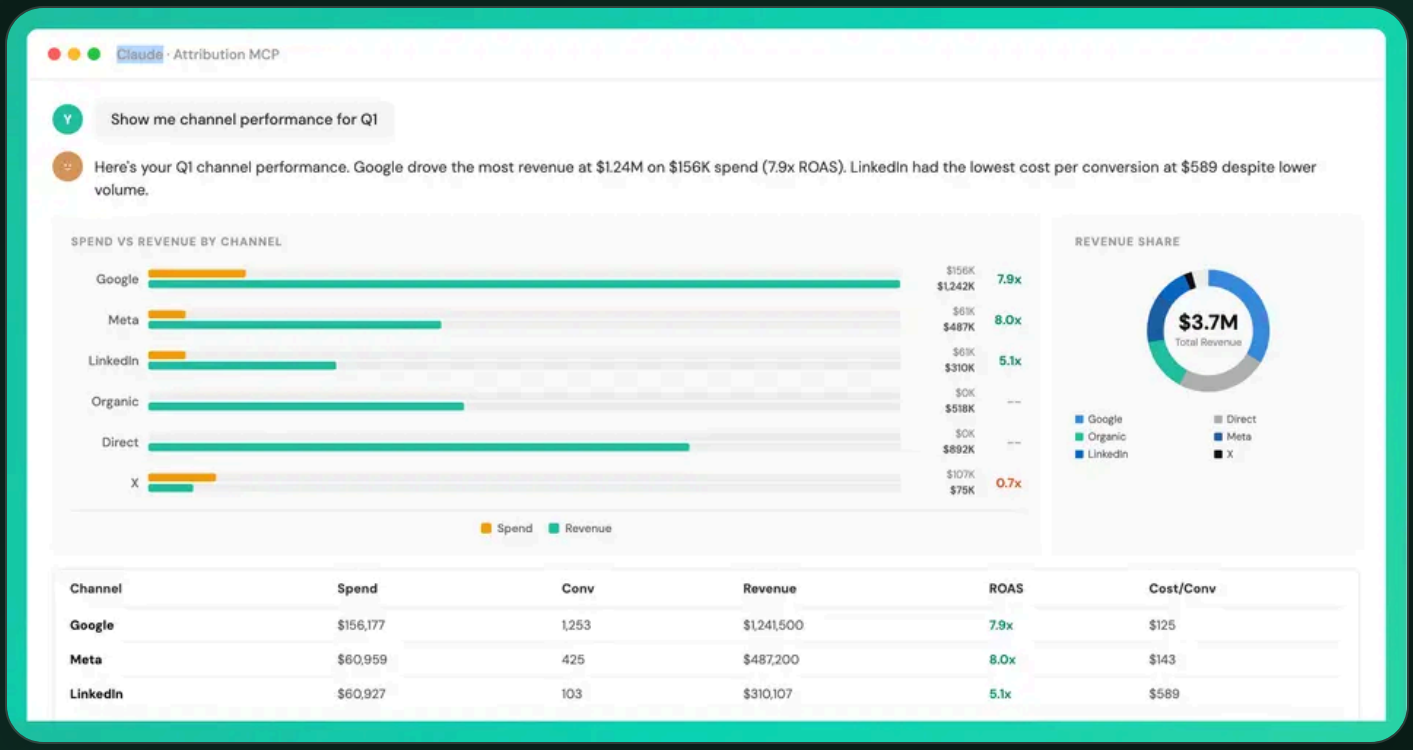
ToolGPA

NOVEMBER 2026

Attribution App

The Insider's Guide

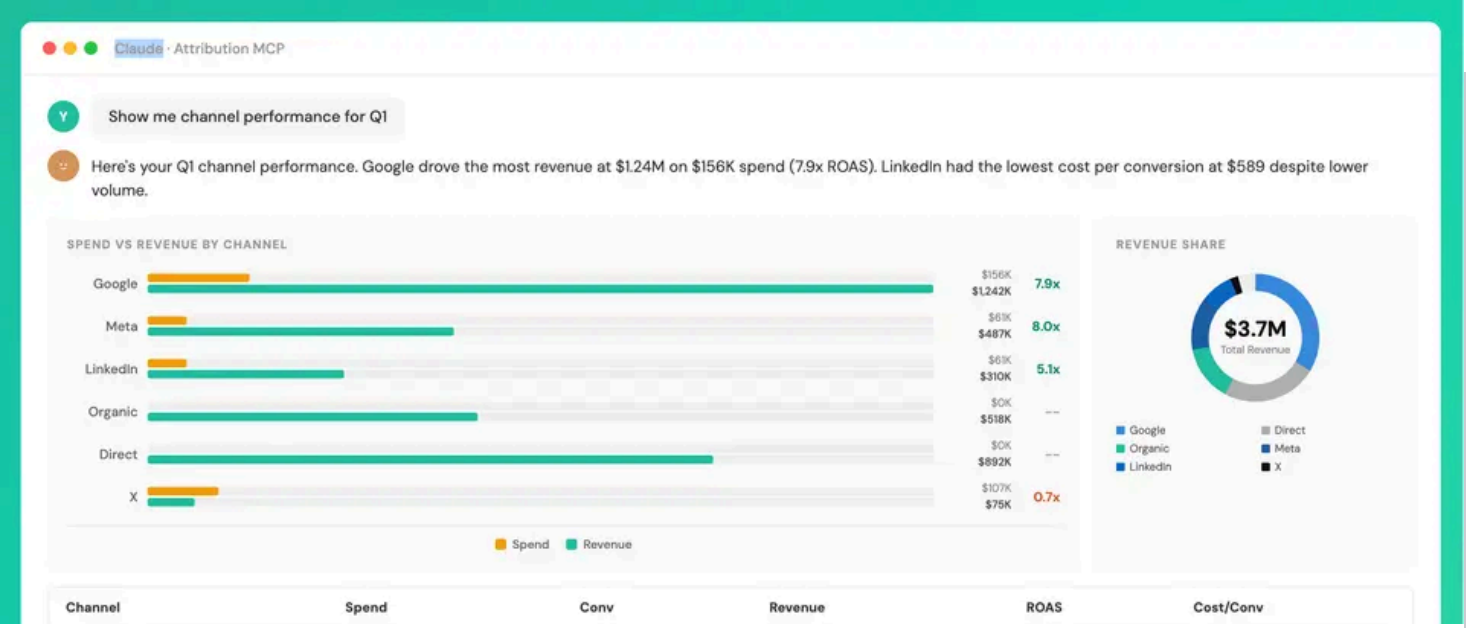
Multi-touch marketing attribution with an AI assistant link



Every plan, grade, refund rule and rival among marketing reporting and call tracking tools, read from Attribution App's own pages.

Made by Attribution · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Attribution App's own pages, its app-store listings and our grades. Every fact in it is on Attribution App's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 10 of the 56 other marketing reporting and call tracking tools we grade

Attribution App is marketing attribution software that combines multi-touch attribution, media mix modeling and incrementality testing. It tracks users across channels and devices and ties spend and revenue to them. It also offers an MCP server so AI assistants can query the data. Every plan includes every feature.

To get you started, here are **9 things to know about Attribution App**, taken from its own pages and our grades.

1 **Best for multi-touch attribution for Shopify and HubSpot stores**

Attribution App combines multi-touch attribution, media mix modeling and incrementality testing, with every feature on every plan.

2 **Paid plans start at $199 a month**

As its pricing page puts it: $199 per month for Shopify, up to 10,000 monthly tracked users.

3 **You can try it first**

14-day free trial

4 **It runs on Web**

Web.

5 **Attribution models**

First touch, last touch, linear, time decay and position-based, with lookback windows and ROAS compared by model.

6 **Media mix modeling and incrementality**

Budget optimization and lift testing, available through the AI assistant.

7 **Reports**

Marketing P&L by channel, cohorts and CAC payback, conversion paths and channel performance.

8 **A 1.8 GPA, above 10 of 56**

That is against the other marketing reporting and call tracking tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

The plain part of Attribution App you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Attribution App at a glance

PRICING
Free trial, from $199 per month for Shopify, up to 10,000 monthly tracked users

FREE PLAN
No

FREE TRIAL
14-day free trial

RUNS ON
Web

MADE BY
Attribution

CATEGORY
Marketing Reports & Call Tracking

OUR GRADE
1.8 GPA, weak

The report card

Best for multi-touch attribution for Shopify and HubSpot stores

Attribution App combines multi-touch attribution, media mix modeling and incrementality testing, with every feature on every plan. But it starts at $199 a month and $399 off Shopify, with overage at $10 per 1,000 tracked users.

TOOLGPA REPORT CARD **Attribution App** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$199 a month on Shopify and $399 on Pro, against a category middle of $62 and a dearest tenth from $360.
Free plan and trial	D	14-day free trial; the pages read don't say whether a card is needed, and there is no free plan.
Features	C	Attribution models, media mix modeling, incrementality, reports and an MCP server. The listing shows a gap: data export and API access are an add-on.
Ease of use	C	No store rating on record. You install tracking and connect ad and CRM accounts; onboarding is $2,500 to $5,000 optional.
Platforms and integrations	B	Web product with Shopify, HubSpot, Salesforce, Segment, Klaviyo, Google Ads, Meta and CallRail, and a conversion API.
Grade point average		Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Attribution App is for

- ✓ Fits if you run a Shopify store with real ad spend and want attribution plus incrementality
- ✓ Works for HubSpot teams that want one attribution view

Who it is not for

- ✗ Pricey if you are a small store, as the lowest plan is $199 a month
- ✗ Tight if your traffic grows: overage is $10 per 1,000 tracked users above 10,000
- ✗ Skip it if you need data export or API access in the base price, as it is an add-on
- ✗ Watch out: onboarding is listed at $2,500 to $5,000

Good to know

Good for

- ✓ Shopify stores wanting channel-level order attribution
- ✓ HubSpot or Segment teams tracking the full funnel

Worth knowing

- ⓘ Above the plan limit, overage is $10 per 1,000 monthly tracked users.
- ⓘ Data export and API access is an add-on quoted with your plan.
- ⓘ Optional onboarding is listed at $2,500 to $5,000 on Pro and Shopify.
- ⓘ Sites over 10,000 monthly tracked users must get a custom quote.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$199

A month to start

Attribution App is a paid product with a free trial, starting at $199 per month for Shopify, up to 10,000 monthly tracked users.

SHOPIFY

$199

per month for up to 10,000 monthly tracked users, billed monthly

For Shopify stores, installed from the Shopify App Store, with every feature that Pro has.

PRO

$399

per month for up to 10,000 monthly tracked users, billed monthly

For HubSpot, Twilio Segment and small Salesforce teams; $335 a month billed annually.

CUSTOM

Custom

For more than 10,000 monthly tracked users, quoted by traffic with managed onboarding included.

Trying it first

14-day free trial

Read from attributionapp.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 16% annually

Pro is $335 a month billed annually versus $399 billed monthly, per the pricing page.

Stated on attributionapp.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Multi-touch marketing attribution with an AI assistant link. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, web analytics.

> **Attribution models, media mix modeling, incrementality, reports and an MCP server.**

From our grade for features

Attribution models

First touch, last touch, linear, time decay and position-based, with lookback windows and ROAS compared by model.

Media mix modeling and incrementality

Budget optimization and lift testing, available through the AI assistant.

Reports

Marketing P&L by channel, cohorts and CAC payback, conversion paths and channel performance.

MCP server

Lets Claude, ChatGPT, Cursor and other MCP-compatible assistants query your marketing data.

Conversion API

Sends attribution-weighted conversions back to Google, Meta, LinkedIn and Microsoft Ads.

Where it runs

Web

What it works with

Shopify
HubSpot
Salesforce
Twilio Segment
Klaviyo
Google Ads
Meta
CallRail

Attribution App is made by Attribution.

Where it stands

Its grades against its category, and whether to keep it or make your own

10/56

Other marketing reporting and call tracking tools it is graded above

Attribution App's GPA of 1.8 is higher than 10 of the 56 other marketing reporting and call tracking tools we grade, and level with 15.

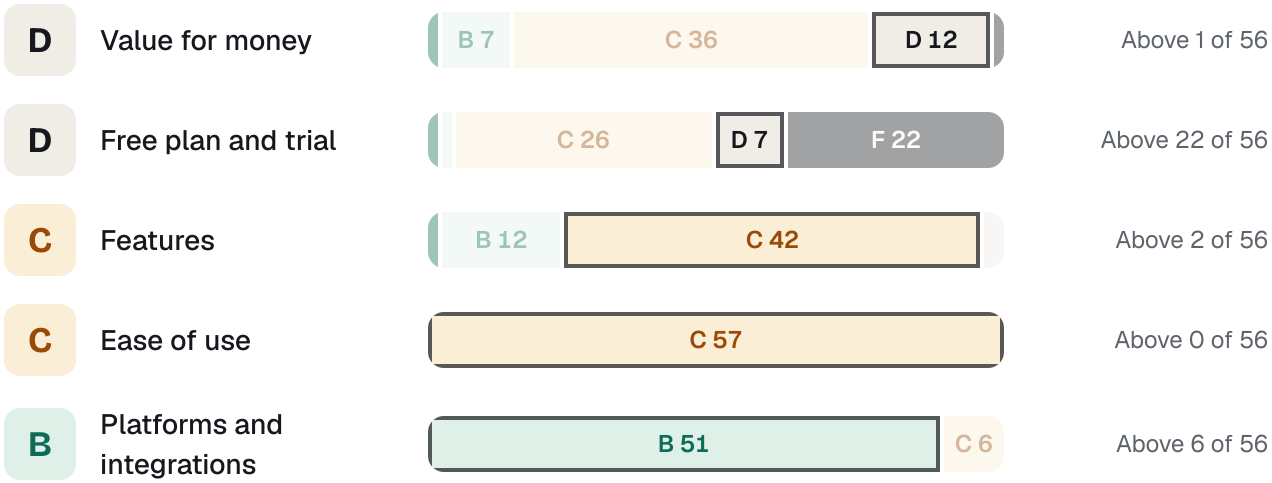
It stands best on platforms and integrations (B, above 6 of 56) and worst on value for money (D, above 1).

Its paid plans start at $199 a month, against a middle price of $50 for the category: 36 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 9 tools score higher and cost less.

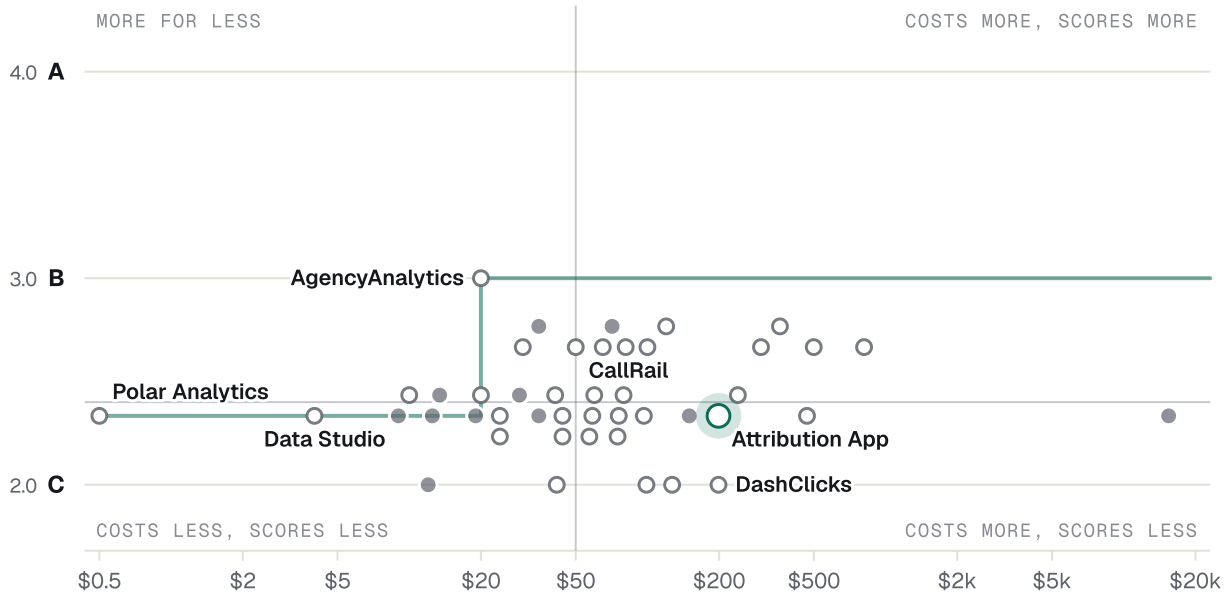
Each grade against the category

Every bar is all 57 marketing reporting and call tracking tools we grade, cut by the letter each got. Attribution App's own letter is outlined.



Price against what you get

Each dot is one of 45 marketing reporting and call tracking tools. Further left costs less; higher up scores better on features, ease of use and platforms. Attribution App is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of Attribution App you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 31 of the 56 other marketing reporting and call tracking tools grade higher. It costs $2,388 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- A tracking script and a database that counts every visit.
- It plugs into other products, Shopify, HubSpot and Salesforce among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Attribution App's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Northbeam, Rockerbox, Wicked Reports and Hyros

The 4 tools Attribution App is most often weighed against, with where each one differs from it.

1.6 GPA

Northbeam

From $1,500

Multi-touch ad attribution for e-commerce brands.

- Only Northbeam lists an iOS app.
- Attribution App also covers web analytics.
- Northbeam also covers dashboards.

Attribution App and Northbeam compared in full

2.2 GPA

Rockerbox

Free plan · from $150/mo

Marketing data collection and attribution for digital brands.

- Rockerbox has a free plan. Attribution App does not, though it has a free trial.
- Attribution App also covers web analytics.
- Rockerbox also covers dashboards.

Attribution App and Rockerbox compared in full



1.8
GPA

Wicked Reports

From $499/mo

Ad attribution and customer lifetime value for e-commerce.

- Attribution App also covers web analytics.
- Wicked Reports also covers dashboards.

Attribution App and Wicked Reports compared in full



1.8
GPA

Hyros

From $230/mo

Ad tracking and attribution priced by tracked revenue.

- Attribution App also covers web analytics.
- Hyros also covers dashboards.

Attribution App and Hyros compared in full

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Attribution App free?

No, Attribution App is a paid product, but you can try it first. 14-day free trial.

How much does Attribution App cost?

Attribution App lists 3 plans. Shopify: $199 per month for up to 10,000 monthly tracked users, billed monthly.

What platforms does Attribution App work on?

Attribution App is available on Web.

Does Attribution App offer any discounts?

Attribution App publicly lists the following: Save 16% annually.

Does Attribution App have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Attribution App is listed for Web.

Does Attribution App have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Attribution App is listed for Web.

Is Attribution App open source?

Attribution App is not described as open source on its own site, as read on Nov 13, 2026.

Does Attribution App have an API?

Yes. Attribution App offers a public API, according to its own site.

What does Attribution App integrate with?

Attribution App's listing names Shopify, HubSpot, Salesforce, Twilio Segment, Klaviyo, Google Ads, Meta and CallRail.

Who makes Attribution App?

Attribution App is made by Attribution.

What are the alternatives to Attribution App?

The closest alternatives to Attribution App in our directory are Northbeam, Rockerbox, Wicked Reports and Hyros.

How does Attribution App compare with other marketing reporting and call tracking tools?

Attribution App's GPA of 1.8 is higher than 10 of the 56 other marketing reporting and call tracking tools we grade, and level with 15.

Is Attribution App good value for money?

ToolGPA grades Attribution App D for value for money. Its paid plans start at $199 a month, against a middle price of $50 for the category: 36 of the 44 others that charge start lower.

Could I make my own version of Attribution App?

The plain part of Attribution App you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Attribution App's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Attribution's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Attribution. Prices change, so check attributionapp.com before you buy.

attributionapp.com/pricing

attributionapp.com

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Attribution App, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/attribution-app

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Attribution App: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/attribution-app
```

Know someone choosing between marketing reporting and call tracking tools?

Send them this guide: toolgpa.com/tools/attribution-app/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded marketing reporting and call tracking tools after Attribution App, each with an Insider's Guide of its own.

Marketing Reports & Call Tracking Insider's Guide

Every one of the 57 marketing reporting and call tracking tools we grade, compared

Data Studio Insider's Guide

Google's free report and dashboard builder, formerly Looker Studio

3.0 GPA

AgencyAnalytics Insider's Guide

White-labeled client reporting dashboards for marketing agencies

2.6 GPA

CallRail Insider's Guide

Call tracking and attribution that ties phone leads to campaigns

2.4 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Attribution App's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Attribution App is a trademark of its owner, and this guide is not made, paid for or approved by Attribution. Prices and plans change: check attributionapp.com before you buy.