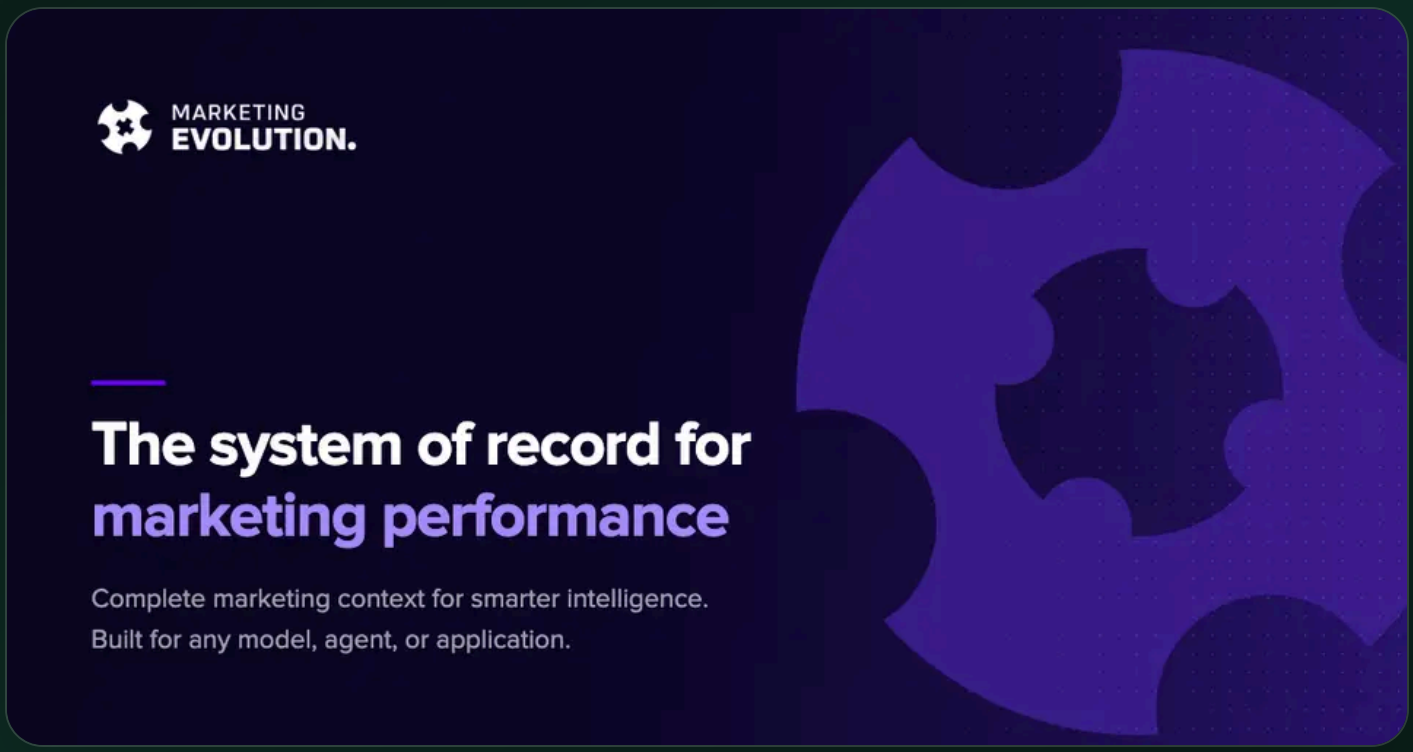
ToolGPA

NOVEMBER 2026

Marketing Evolution

The Insider's Guide

Marketing measurement platform built on a unified data layer



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

Made by Marketing Evolution · 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 Marketing Evolution's own pages, its app-store listings and our grades. Every fact in it is on Marketing Evolution'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

Marketing Evolution describes its product as a system of record for marketing performance. It unifies data from media platforms, data lakes and marketing systems and passes that context to AI models and agents, including its own Darwin agent. The vendor is aimed at enterprise marketing teams and sells through demos.

To get you started, here are **7 things to know about Marketing Evolution**, taken from its own pages and our grades.

> **But no price or plan is published, it's sold through demos, and it's an enterprise platform, not a report builder you can start on your own.**
>
> From our report card of Marketing Evolution

1 **Best for enterprise marketing measurement**

Marketing Evolution pulls media and marketing data into one record and passes it to AI tools and its own Darwin agent.

2 **It runs on Web**

Web.

3 **Substrate data foundation**

Unifies marketing data and builds journey reconstruction and a business ontology on top of it.

4 **Darwin intelligence**

A native agent for proactive marketing intelligence.

5 **Works with outside AI tools**

The site lists Claude, ChatGPT, Gemini and Agentforce as models and agents that can use the data.

6 **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.

7 **Keep it**

To replace Marketing Evolution you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

Marketing Evolution at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Marketing Evolution	CATEGORY Marketing Reports & Call Tracking
OUR GRADE 1.8 GPA, weak	

The report card

Best for enterprise marketing measurement

Marketing Evolution pulls media and marketing data into one record and passes it to AI tools and its own Darwin agent. But no price or plan is

published, it's sold through demos, and it's an enterprise platform, not a report builder you can start on your own.

TOOLGPA REPORT CARD

Marketing Evolution

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No prices or plans are published, so there is nothing to set against the category's $30 to $127 range.
Free plan and trial	F	No free plan and no trial on record; the site offers a demo.
Features	C	Data foundation, its Darwin agent and links to outside AI tools. The listing shows a gap: it is not a self-serve client report builder.
Ease of use	C	No store rating on record. It is sold through demos and connected to your existing stack.
Platforms and integrations	B	Web platform listing Claude, ChatGPT, Gemini and Agentforce connections. No desktop or phone app is named.

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 Marketing Evolution is for

- ✓ Fits if you are an enterprise marketing team with data spread over many platforms
- ✓ Works for teams that want measurement data passed to their own AI tools

Who it is not for

- ✗ Skip it if you want a price or a self-serve start, as there is only a demo
- ✗ Not for you if you want client-facing report templates
- ✗ Too light for nothing, but heavy for small teams: it is built for enterprise buyers
- ✗ Watch out: no plan names or prices are published

Good to know

Good for

- ✓ Enterprise marketing teams that want one measured source of truth across channels
- ✓ Teams that want marketing data ready for AI assistants and agents

Worth knowing

- ⓘ No prices or plans are published; the site offers a demo.
- ⓘ It is an enterprise measurement platform, so it is not a self-serve client-report builder.

What it costs

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

Marketing Evolution's current pricing could not be confirmed from its own site.

"

No free plan and no trial on record; the site offers a demo.

From our grade for free plan and trial

We could not confirm Marketing Evolution's current prices from its own site, so this guide lists no plans. marketingevolution.com has them.

What it does

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

1

Place it runs: Web

Marketing measurement platform built on a unified data layer. Here is what it does, as its own site describes it, and what it covers: AI features, AI agents, reports, web analytics.

> **Data foundation, its Darwin agent and links to outside AI tools.**

From our grade for features

Substrate data foundation

Unifies marketing data and builds journey reconstruction and a business ontology on top of it.

Darwin intelligence

A native agent for proactive marketing intelligence.

Works with outside AI tools

The site lists Claude, ChatGPT, Gemini and Agentforce as models and agents that can use the data.

Connects to existing stack

Takes in data from CDPs, DAMs, marketing automation platforms, file systems, data lakes and media platforms.

Where it runs

Web

What it works with

Claude ChatGPT Gemini Agentforce

Marketing Evolution is made by Marketing Evolution.

PART 04 · STANDING

Where it stands

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

10/56

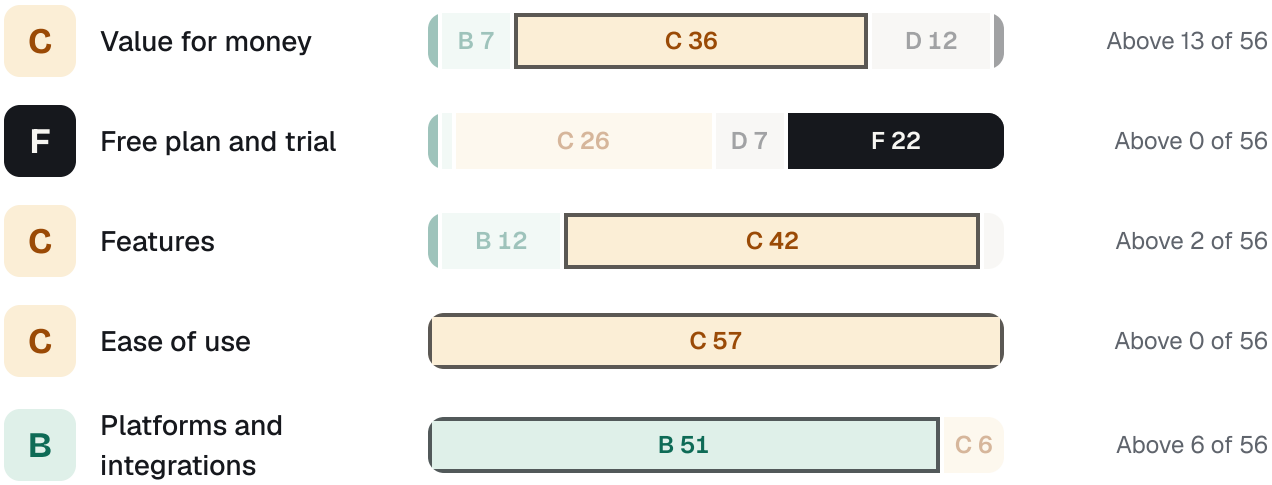
Other marketing reporting and call tracking tools it is graded above

Marketing Evolution'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 free plan and trial (F, above 0).

Each grade against the category

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



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

To replace Marketing Evolution you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

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.

What you could make

- Reports: an app builder makes this well.

What you could not

- An AI agent, with the models and the safeguards behind it.
- A tracking script and a database that counts every visit.

What this rests on. Marketing Evolution'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



Rockerbox, Northbeam, Ruler Analytics and Adverity

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

2.2 GPA

Rockerbox

Free plan · from $150/mo

Marketing data collection and attribution for digital brands.

- Rockerbox has a free plan. Marketing Evolution does not.
- Marketing Evolution also covers AI agents and web analytics.
- Rockerbox also covers dashboards.

Marketing Evolution and Rockerbox compared in full

1.6 GPA

Northbeam

From $1,500

Multi-touch ad attribution for e-commerce brands.

- Only Northbeam lists an iOS app.
- Marketing Evolution also covers AI agents and web analytics.
- Northbeam also covers dashboards.

Marketing Evolution and Northbeam compared in full

1.8
GPA

Ruler Analytics

From $360/mo

Multi-touch attribution tying calls, forms and CRM revenue to ads.

- Marketing Evolution also covers AI agents and web analytics.
- Ruler Analytics also covers call tracking.

Marketing Evolution and Ruler Analytics compared in full

2.0
GPA

Adverity

Free plan · from $15,417/mo

Marketing data integration and governance for brands and agencies.

- Adverity has a free plan. Marketing Evolution does not.
- Marketing Evolution also covers AI agents and web analytics.
- Adverity also covers workflow automation and dashboards.

Marketing Evolution and Adverity compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Marketing Evolution free?

No. Marketing Evolution is a paid product.

What platforms does Marketing Evolution work on?

Marketing Evolution is available on Web.

Does Marketing Evolution have an Android app?

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

Does Marketing Evolution have an iPhone app?

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

Is Marketing Evolution open source?

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

What does Marketing Evolution integrate with?

Marketing Evolution's listing names Claude, ChatGPT, Gemini and Agentforce.

Who makes Marketing Evolution?

Marketing Evolution is made by a company of the same name.

What are the alternatives to Marketing Evolution?

The closest alternatives to Marketing Evolution in our directory are Rockerbox, Northbeam, Ruler Analytics and Adverity.

How does Marketing Evolution compare with other marketing reporting and call tracking tools?

Marketing Evolution'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.

Could I make my own version of Marketing Evolution?

To replace Marketing Evolution you would be making an AI agent, with the models and the safeguards behind it.

Where this guide comes from

The prices, plans, platforms and features were read from Marketing Evolution'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 Marketing Evolution'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 Marketing Evolution. Prices change, so check marketingevolution.com before you buy.

marketingevolution.com/

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

Marketing Evolution, kept up to date

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

toolgpa.com/tools/marketing-evolution

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, "Marketing Evolution: The Insider's Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/marketing-evolution
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Know someone choosing between marketing reporting and call tracking tools?

Send them this guide: toolgpa.com/tools/marketing-evolution/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded marketing reporting and call tracking tools after Marketing Evolution, 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 Marketing Evolution'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. Marketing Evolution is a trademark of its owner, and this guide is not made, paid for or approved by Marketing Evolution. Prices and plans change: check marketingevolution.com before you buy.