ToolGPA

NOVEMBER 2026

# SegmentStream

## The Insider's Guide

Marketing attribution and incrementality measurement for ad spend




**Every plan, grade, refund rule and rival among website and product analytics tools, read from SegmentStream's own pages.**

Made by SegmentStream · checked Nov 12, 2026 · toolgpa.com

1.8
GPA




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ToolGPA put this guide together from SegmentStream's own pages, its app-store listings and our grades. Every fact in it is on SegmentStream's page too, where it is kept up to date. Checked Nov 12, 2026.

# Welcome

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

**1.8**

GPA, above 7 of the 58 other website and product analytics tools we grade

SegmentStream is a marketing measurement platform that combines cross-channel attribution, identity stitching, incrementality tests, marginal ROAS analytics and automated budget allocation across ad platforms. It is sold as a scoped engagement with onboarding and consulting, and has an MCP server for AI assistants.

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

> **It's sold as a service after a discovery call with no price shown, and there's no free plan or trial.**
>
> From our report card of SegmentStream

**1** **Best for marketing attribution run as a service**

SegmentStream measures which ad channels and campaigns drive sales, with incrementality tests and an identity graph.

**2** **It runs on Web**

Web.

**3** **Cross-channel attribution**

Credits revenue across channels with first-click, last paid click and multi-touch models, plus predictive attribution for recent campaigns.

**4** **Identity graph**

Stitches sessions, devices, browsers and CRM records into one customer journey, using deterministic and probabilistic matching.

**5** **Incrementality testing**

Expert-led geo-holdout experiments to measure the lift that advertising actually causes.

**6** **A 1.8 GPA, above 7 of 58**

That is against the other website and product analytics tools we grade, on value, the free plan, features, ease of use and platforms.

**7** **Keep it**

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

### SegmentStream at a glance

| | |
|---|---|
| PRICING<br>Paid | FREE PLAN<br>No |
| FREE TRIAL<br>None stated | RUNS ON<br>Web |
| MADE BY<br>SegmentStream, since 2018 | CATEGORY<br>Website & Product Analytics |
| OUR GRADE<br>1.8 GPA, weak | |

## The report card

### Best for marketing attribution run as a service

SegmentStream measures which ad channels and campaigns drive sales, with incrementality tests and an identity graph. It's sold as a service after a

discovery call with no price shown, and there's no free plan or trial.

| TOOLGPA REPORT CARD | SegmentStream | Graded Nov 12, 2026 |
|---|---|---|
| SUBJECT | GRADE | COMMENT |
| **Value for money** | C | No price is published. It's scoped per project after a discovery call. |
| **Free plan and trial** | F | No free plan or self-serve trial is listed. |
| **Features** | C | Cross-channel attribution, identity graph, incrementality tests, budget analysis, CRM funnels and MCP access. It does one narrow marketing job. |
| **Ease of use** | C | No store rating on record. It's set up with a dedicated expert and connected to your ad and CRM accounts. |
| **Platforms and integrations** | B | Web only, but it connects to Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, GA4, BigQuery, HubSpot and Salesforce. |
| **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 SegmentStream is for

- ✓ Fits if you spend a lot on ads across several channels and want to know what each earns
- ✓ Works for a team that wants an expert to set the measurement up

### Who it is not for

- ✗ Skip it if you want a price list, because it's quoted per project
- ✗ Not for you if you want to sign up and start, as it isn't self-serve
- ✗ Skip it if you want general site stats: it's attribution, not a traffic dashboard
- ✗ Watch out: segmentstream.com now describes a different platform; the marketing product lives on measure.segmentstream.com

## Good to know

### Good for

- ✓ Advertisers running several paid channels at meaningful spend
- ✓ Teams that want incrementality testing run with expert help
- ✓ Agencies managing many client ad accounts

### Worth knowing

- ⓘ No prices are published; pricing is scoped after a discovery call and set per project.
- ⓘ It is sold as a service with a dedicated expert, not as a self-serve sign-up.
- ⓘ The segmentstream.com home page now describes a separate platform for custom software and AI agents; the marketing product lives on measure.segmentstream.com.

# What it costs

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

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

> "
>
> **It's scoped per project after a discovery call.**
>
> From our grade for value for money

We could not confirm SegmentStream's current prices from its own site, so this guide lists no plans. measure.segmentstream.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 attribution and incrementality measurement for ad spend. Here is what it does, as its own site describes it, and what it covers: AI features, reports, dashboards.

> **Cross-channel attribution, identity graph, incrementality tests, budget analysis, CRM funnels and MCP access.**
>
> From our grade for features

### Cross-channel attribution

Credits revenue across channels with first-click, last paid click and multi-touch models, plus predictive attribution for recent campaigns.

### Identity graph

Stitches sessions, devices, browsers and CRM records into one customer journey, using deterministic and probabilistic matching.

### Incrementality testing

Expert-led geo-holdout experiments to measure the lift that advertising actually causes.

### Marginal analytics and budgets

Shows marginal ROAS per channel, plans budget scenarios and can apply reallocations across connected ad platforms.

### CRM funnel and self-reported attribution

Connects CRM and offline conversions to ad spend, and reassigns direct traffic using how customers say they heard of you.

### MCP access and AI skills

Connect Claude, Cursor, ChatGPT or any MCP client to ask questions, build reports and change budgets.

### Where it runs

Web

### What it works with

Google Ads
Meta Ads
TikTok Ads
LinkedIn Ads
GA4
BigQuery
HubSpot
Salesforce

SegmentStream is made by SegmentStream, and has been around since 2018.

# Where it stands

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

**7/58**

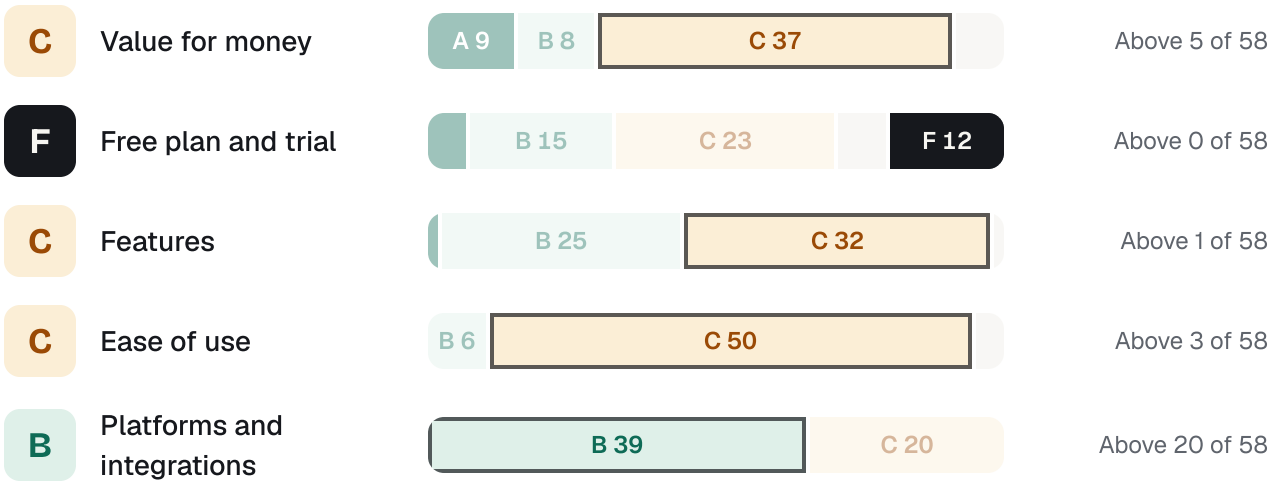
Other website and product analytics tools it is graded above

SegmentStream's GPA of 1.8 is higher than 7 of the 58 other website and product analytics tools we grade, and level with 5.

It stands best on platforms and integrations (B, above 20 of 58) and worst on free plan and trial (F, above 0).

## Each grade against the category

Every bar is all 59 website and product analytics tools we grade, cut by the letter each got. SegmentStream'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

The plain part of SegmentStream 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: 46 of the 58 other website and product analytics tools grade higher.

### What you could make

- Reports: an app builder makes this well.

### What you could not

- Connections that pull numbers from dozens of other services.
- It plugs into other products, Google Ads, Meta Ads and TikTok Ads among them.
- AI features, unless you pay a model provider for each request yourself.

**What this rests on.** SegmentStream'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



Dreamdata, HockeyStack, Littledata, Segment and Freshpaint

The 5 tools SegmentStream is most often weighed against, with where each one differs from it.

2.2 GPA

## Dreamdata

Free plan · from $0/mo

B2B attribution and go-to-market analytics.

- Dreamdata has a free plan. SegmentStream does not.
- Dreamdata also covers web analytics.

SegmentStream and Dreamdata compared in full

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1.8 GPA

## HockeyStack

Paid

B2B revenue attribution and go-to-market analytics.

- HockeyStack also covers web analytics.

SegmentStream and HockeyStack compared in full

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2.2 GPA

## Littledata

Free trial · from $159/mo

Server-side tracking and data layer for Shopify stores.

- SegmentStream also covers dashboards.
- Littledata also covers workflow automation, online store and web analytics.

SegmentStream and Littledata compared in full



2.4
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## Segment

Free trial

Customer data platform from Twilio that collects and routes events.

- SegmentStream also covers reports and dashboards.
- Segment also covers workflow automation.

SegmentStream and Segment compared in full



1.8
GPA

## Freshpaint

Paid

Privacy-focused marketing data and analytics for healthcare.

- Freshpaint also covers web analytics and session replay.

SegmentStream and Freshpaint compared in full

# 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 SegmentStream free?

No. SegmentStream is a paid product.

### What platforms does SegmentStream work on?

SegmentStream is available on Web.

### Does SegmentStream have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. SegmentStream is listed for Web.

### Does SegmentStream have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. SegmentStream is listed for Web.

### Is SegmentStream open source?

SegmentStream is not described as open source on its own site, as read on Nov 12, 2026.

### What does SegmentStream integrate with?

SegmentStream's listing names Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, GA4, BigQuery, HubSpot and Salesforce.

### Who makes SegmentStream?

SegmentStream is made by a company of the same name. It dates from 2018.

### What are the alternatives to SegmentStream?

The closest alternatives to SegmentStream in our directory are Dreamdata, HockeyStack, Littledata, Segment and Freshpaint.

### How does SegmentStream compare with other website and product analytics tools?

SegmentStream's GPA of 1.8 is higher than 7 of the 58 other website and product analytics tools we grade, and level with 5.

### Could I make my own version of SegmentStream?

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

## Where this guide comes from

The prices, plans, platforms and features were read from SegmentStream's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from SegmentStream's own pages on 12 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 SegmentStream. Prices change, so check measure.segmentstream.com before you buy.

measure.segmentstream.com/
measure.segmentstream.com/about
measure.segmentstream.com/pricing
segmentstream.com/

PART 07 · ABOUT

# About ToolGPA

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

**5,038**

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**.

**5,038**
tools graded

**95**
categories

**739**
price changes on record

**579**
apps priced in 12 countries

## What else is on toolgpa.com

### SegmentStream, kept up to date

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

toolgpa.com/tools/segmentstream

### 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:

```
ToolGPA, "SegmentStream: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/segmentstream
```

### Know someone choosing between website and product analytics tools?

Send them this guide:
toolgpa.com/tools/segmentstream/guide

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded website and product analytics tools after SegmentStream, each with an Insider's Guide of its own.

### Website & Product Analytics Insider's Guide

Every one of the 59 website and product analytics tools we grade, compared

### Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

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### Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

### PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

3.2 GPA

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## Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what SegmentStream'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. SegmentStream is a trademark of its owner, and this guide is not made, paid for or approved by SegmentStream. Prices and plans change: check measure.segmentstream.com before you buy.