












Detailed Pricing

Features	Starter	Growth	Custom
Multi Touch Attribution			
Attribution Models		First Touch, Last Touch, Linear, Time Decay, U-shaped	Growth + Custom
Reporting Unit		Channel, Source, Campaign, Ad group, Adset, keyword	Growth + Custom
Account Level Attribution			
Custom Sales Lifecycle Stages			
AI Powered Analysis			
Explain			
Weekly Insights			
Core Analysis			
KPIs			
Funnels			
Web Analysis			
Event Analysis			
Template Library			
Customer journey tracking			
Smart Customizations			
Custom Events + CRM Mapping			
Custom Properties			
Custom Metrics + Dimensions			
Channel Grouping			
URL Grouping			
Custom tracking domain			
Integrations			
Channels, Website, CRM, CDP, API access, and more	Google, FB, LinkedIn, Search Console Hubspot, SFDC, Drift, Segment, Clearbit, Google Spreadsheets, Bing, Leadsquared	Google, FB, LinkedIn, Search Console Hubspot, SFDC, Drift, Segment, Clearbit, Google Spreadsheets, Bing, Leadsquared	Google, FB, LinkedIn, Search Console Hubspot, SFDC, Drift, Segement, Clearbit, Google Spreadsheets, Bing, Leadsquared
Alerts, Sharing, and Support			
	24*5 Availability First Response Time - 8 hrs Email Support Onboarding: 2 hrs Dedicated Account Manager - No, Slack and Email Alerts and Sharing	24*5 Availability First Response Time - 5 hrs In Product Chat and Email Onboarding: 10 hrs Dedicated Account Manager - Yes, Slack and Email Alerts and Sharing	24*5 Availability First Response Time - 3 hrs In Product Chat and Email Slack Support Onboarding: 20 hrs Dedicated Account Manager - Yes, Slack and Email Alerts and Sharing
Professional Services		\$100 per hour	\$100 per hour
Data Retention	Custom	Custom	Custom
Saved Reports	100	500	Unlimited