



AI Brand Leader Report

AI Marketing Analytics & Attribution
Platforms

itbrandpulse.com



Executive Summary

The March 2026 AI Marketing Analytics & Attribution Platforms Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.

AI Marketing Analytics & Attribution Platforms enable organizations to measure, analyze, and optimize marketing performance across channels, campaigns, and customer journeys.

These platforms unify data from multiple sources, apply attribution models, and increasingly leverage AI to uncover insights, predict outcomes, and recommend actions. As the category evolves, it is shifting from backward-looking reporting toward real-time, AI-driven decisioning systems that guide budget allocation, campaign optimization, and revenue impact.

The survey results reveal a category with a dominant incumbent but emerging challengers redefining innovation and usability. Google Analytics was voted Market Leader with a commanding 43.48%. HockeyStack leads Intelligence & Innovation (28.09%), Amplitude leads Creativity & Expression (29.39%), Adobe Analytics leads Accuracy & Trust (37.45%), and Dreamdata leads Human Empowerment (33.20%).



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Brand Leadership Defined



Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

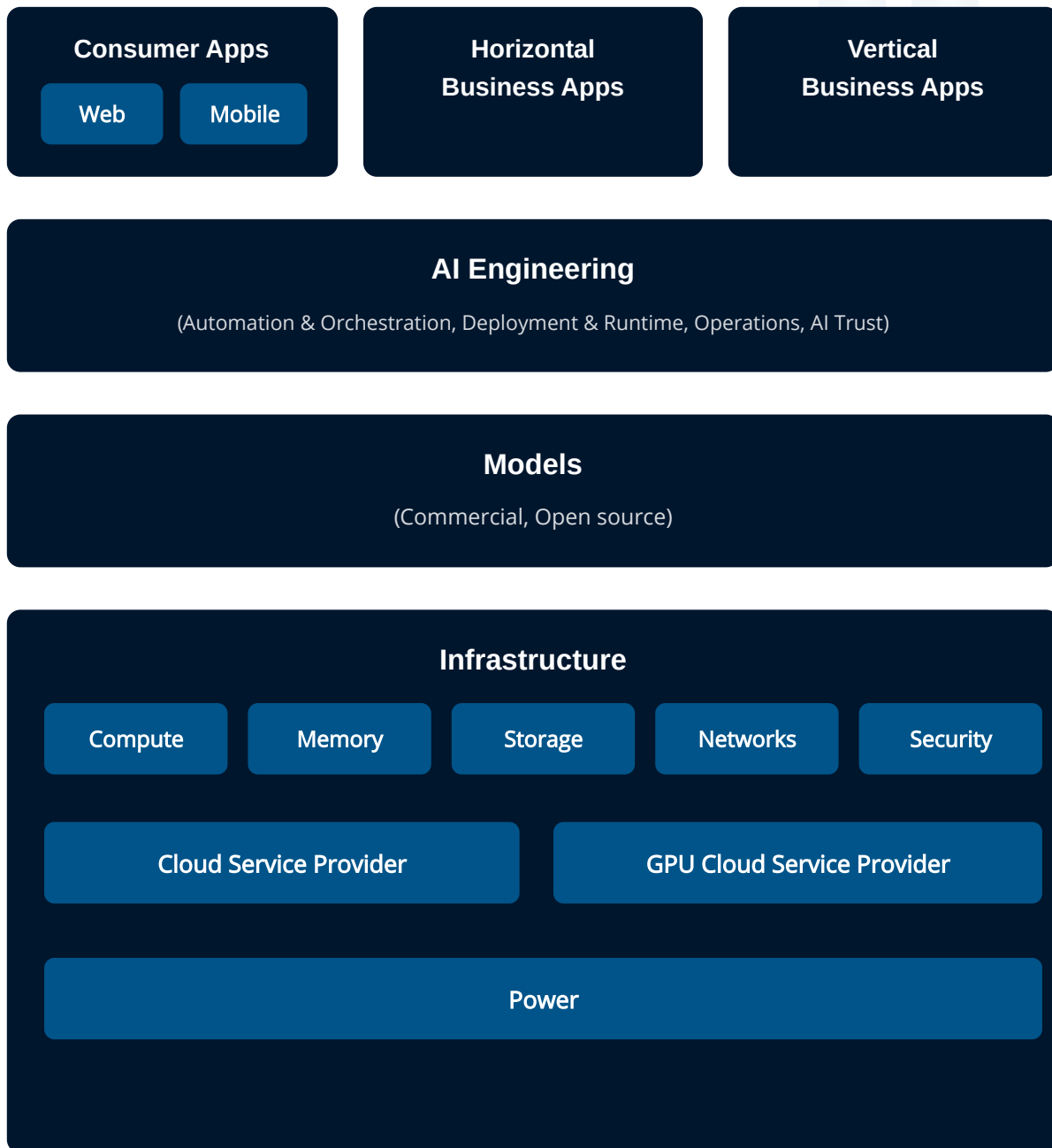


Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

AI Product Taxonomy

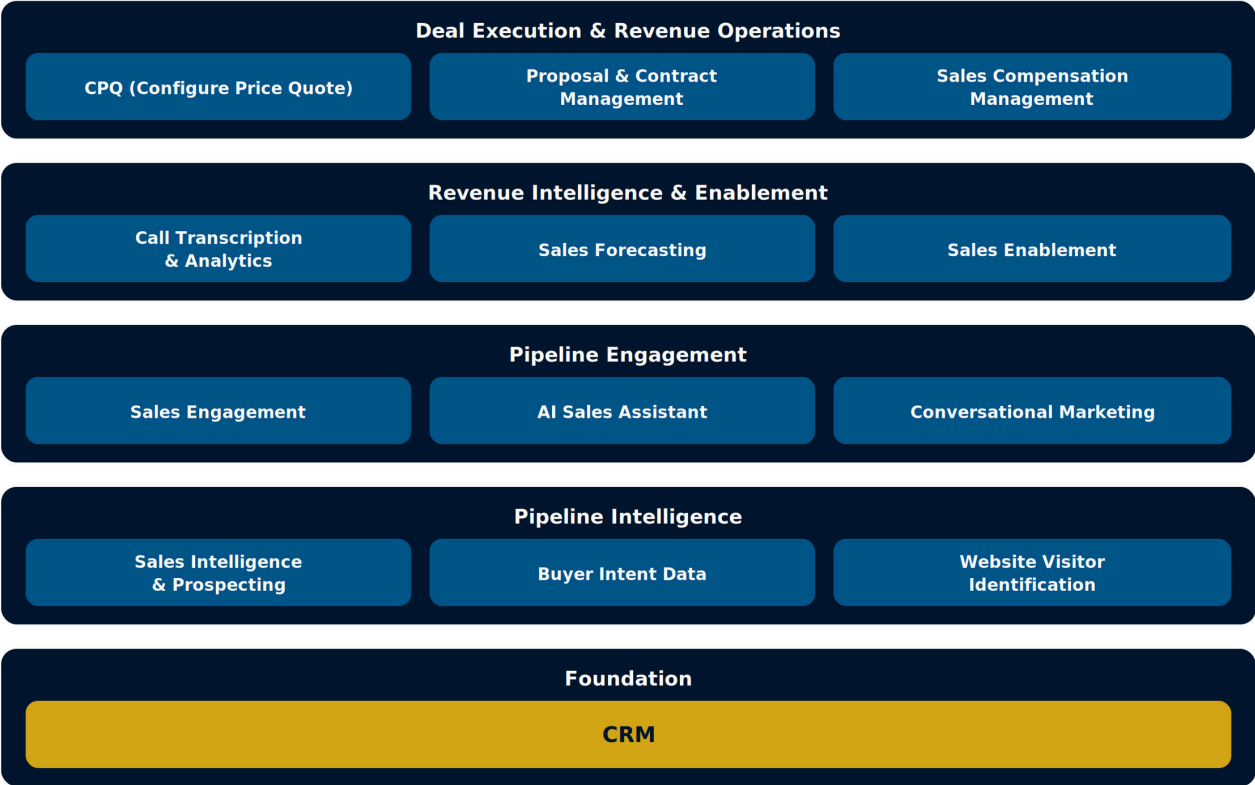
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

AI Sales Products



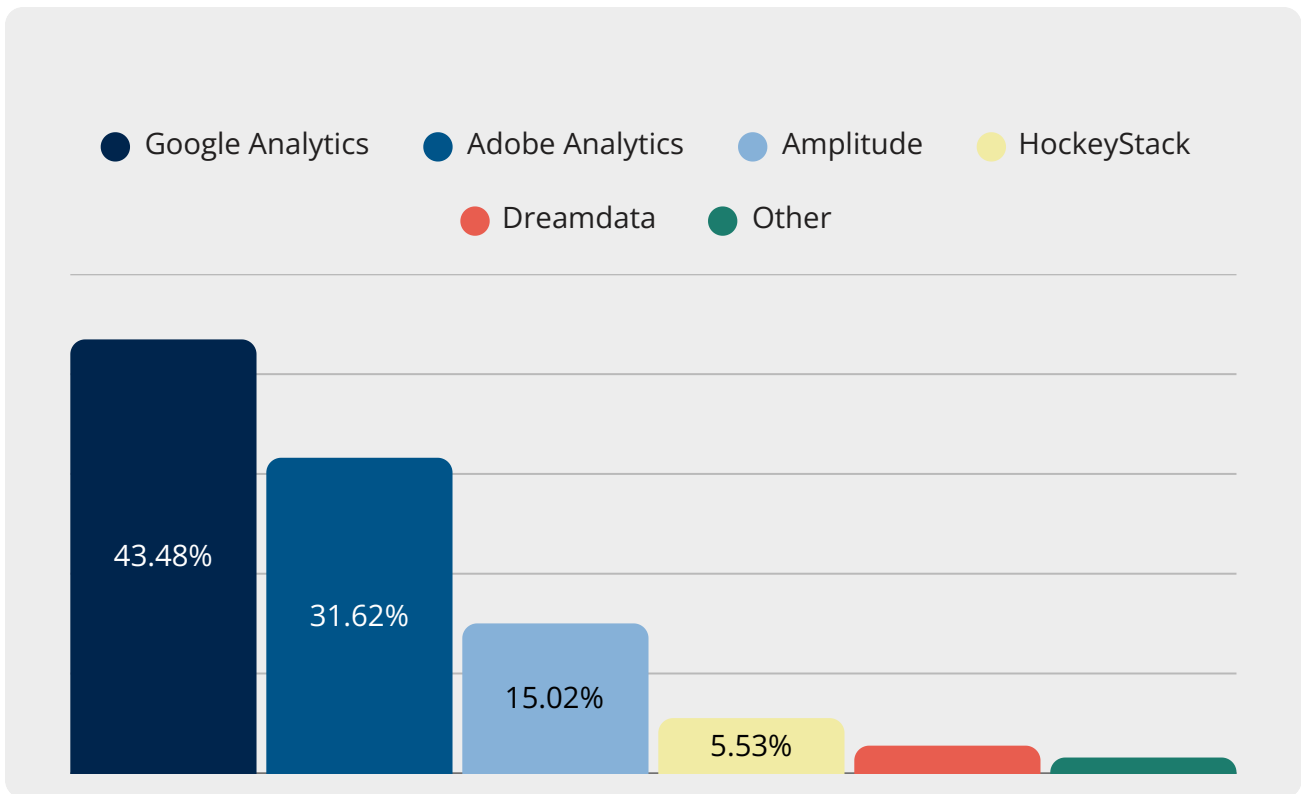
AI Marketing Products



AI Marketing Analytics & Attribution Platforms



Google Analytics is the clear Market Leader, receiving 43.48% of votes, with Adobe Analytics second at 31.62%, creating an 11.86-point spread. This is one of the largest leadership margins across all categories, indicating a strong and enduring dominance. Google Analytics remains the default analytics platform for a vast majority of organizations, driven by its accessibility, ecosystem integration, and historical ubiquity.

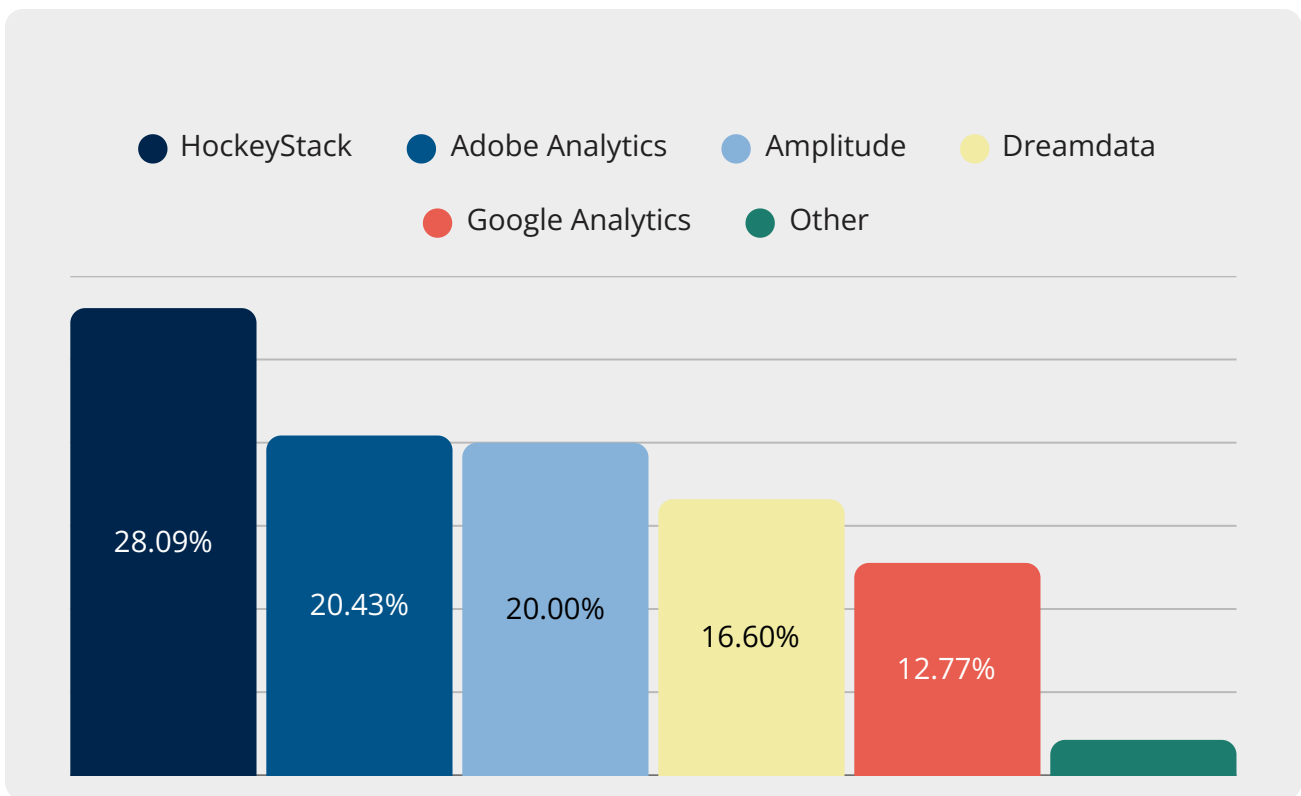


Voting likely reflects Google Analytics' role as the foundational analytics layer for digital marketing. Its free tier, tight integration with Google's advertising ecosystem, and broad adoption make it the most recognized and widely used platform. However, its lower rankings in Innovation (5th) and Creativity (5th) suggest that while it dominates in usage, it is not perceived as leading the next wave of AI-driven analytics or attribution innovation.

AI Marketing Analytics & Attribution Platforms



HockeyStack leads Intelligence & Innovation with 28.09% of votes, followed by Adobe Analytics (20.43%) and Amplitude (20.00%). The 7.66-point lead indicates a strong perception that HockeyStack is pushing the boundaries of attribution and analytics, particularly in the B2B and revenue attribution space.

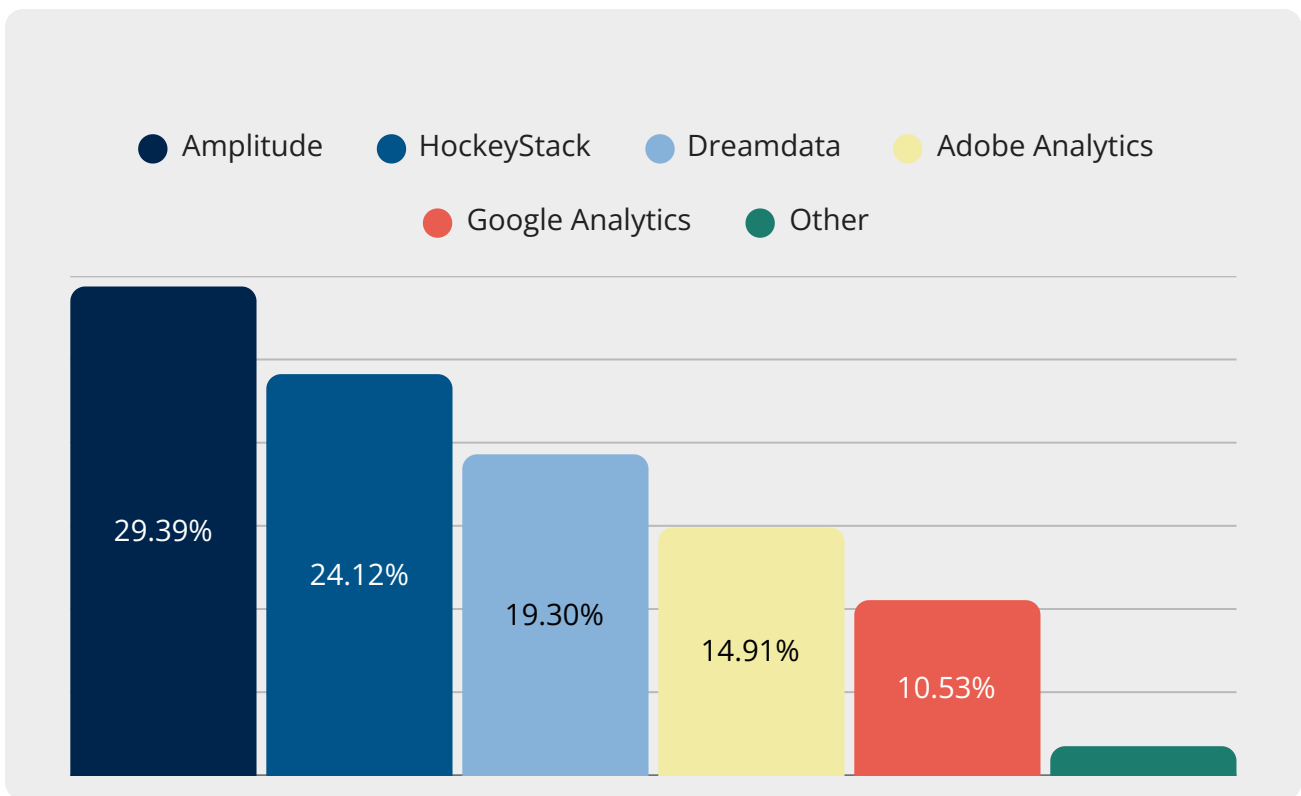


HockeyStack's innovation perception likely stems from its focus on multi-touch attribution, revenue analytics, and AI-driven insights that connect marketing activities directly to pipeline and revenue outcomes. Its ability to unify go-to-market data and provide actionable insights aligns with how buyers increasingly define "innovation" in analytics.

AI Marketing Analytics & Attribution Platforms



Amplitude leads Creativity & Expression with 29.39% of votes, followed by HockeyStack (24.12%) and Dreamdata (19.30%). The 5.27-point spread between first and second indicates a competitive category, but Amplitude has a clear edge in enabling users to explore, visualize, and act on data in flexible and creative ways.



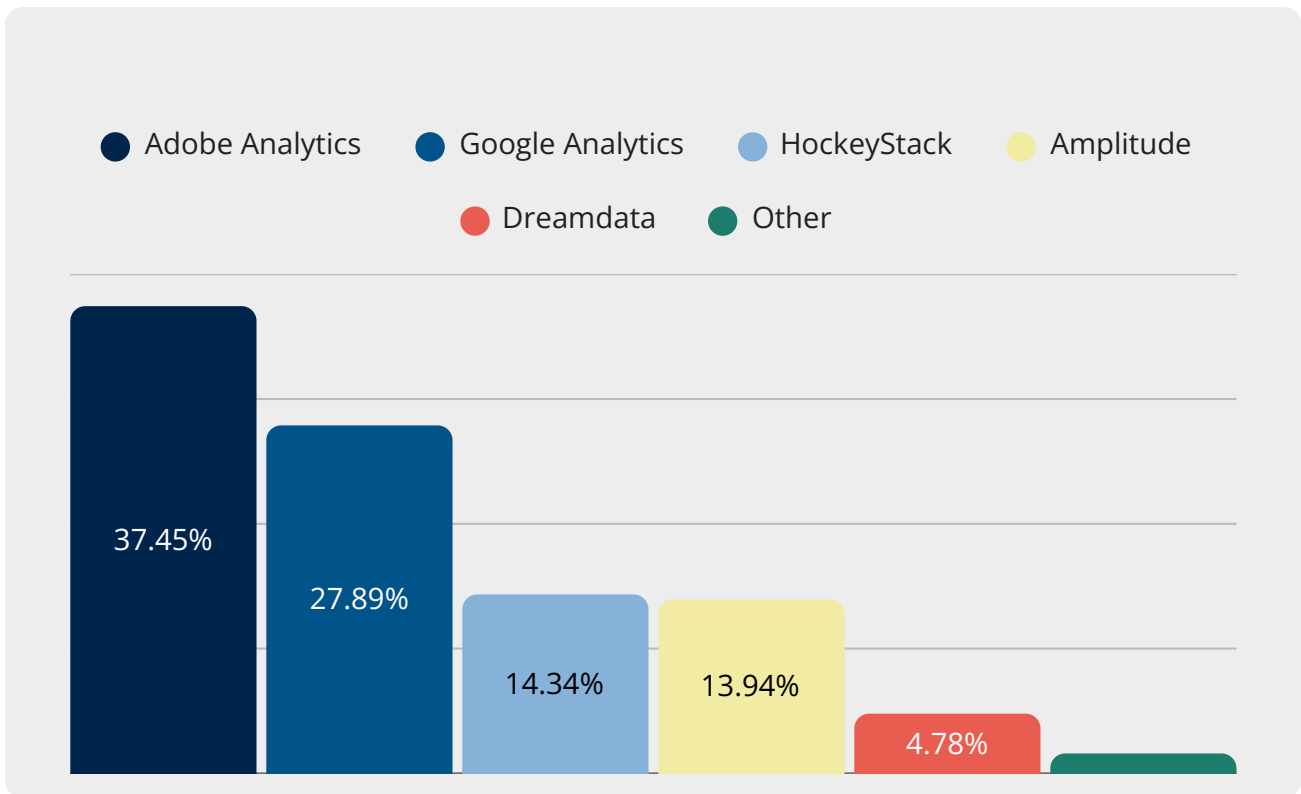
Amplitude's leadership likely reflects its strength in product analytics, behavioral insights, and user journey visualization. Its tools enable teams to explore data dynamically, build custom analyses, and understand user behavior in ways that go beyond traditional reporting. Amplitude ranks third as Market Leader, indicating that platforms excelling in user experience often lead in creativity perception.



AI Marketing Analytics & Attribution Platforms



Adobe Analytics leads Accuracy & Trust with 37.45% of votes, followed by Google Analytics at 27.89%, creating a 9.56-point spread. This is a strong signal that Adobe is perceived as the most reliable and enterprise-grade platform for analytics and attribution.



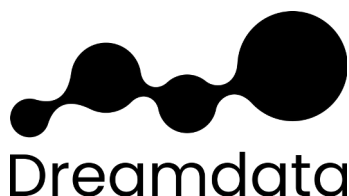
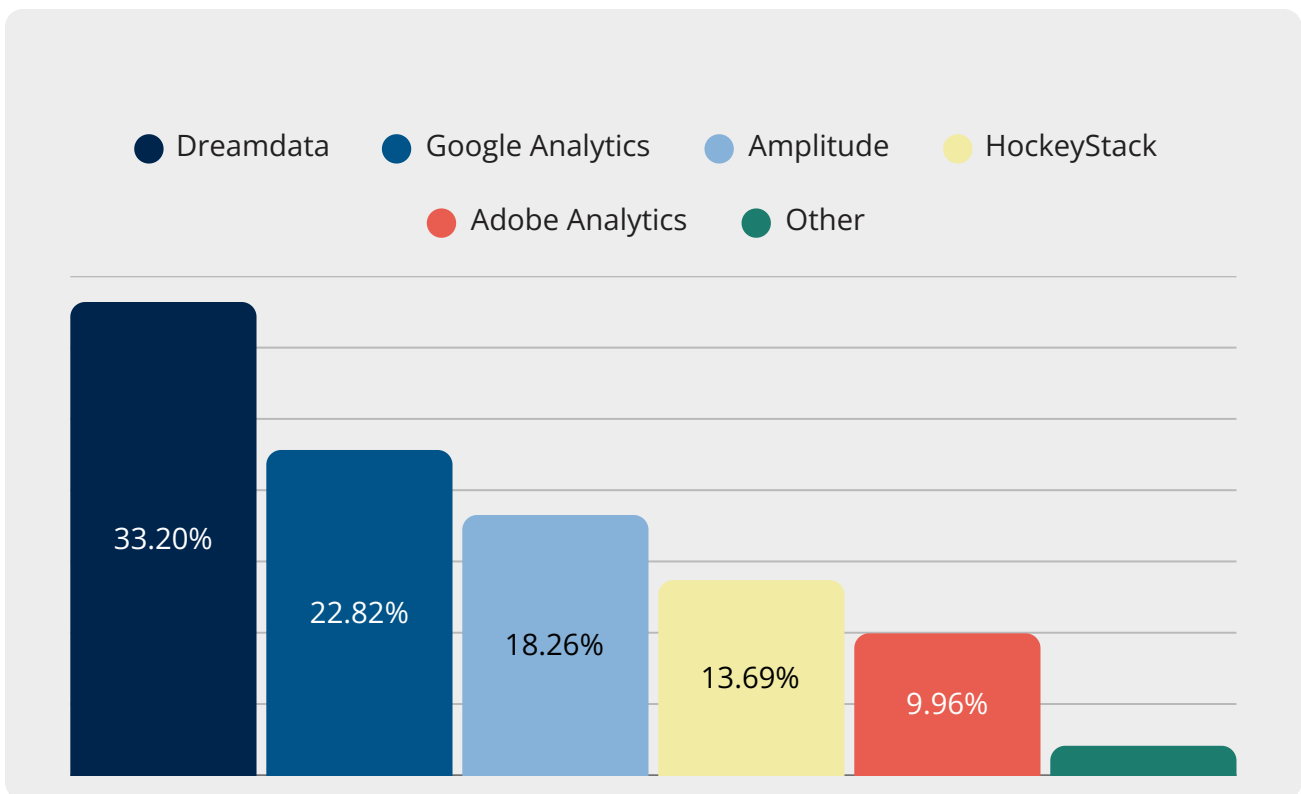
Adobe Analytics

Adobe's leadership likely reflects its reputation for data accuracy, advanced attribution modeling, and enterprise scalability. It has long been positioned as a premium analytics platform for large organizations that require precise measurement, governance, and customization. Adobe ranks second as Market Leader, indicating that trust does not always translate directly into overall leadership.

AI Marketing Analytics & Attribution Platforms



Dreamdata leads Human Empowerment with 33.20% of votes, followed by Google Analytics (22.82%) and Amplitude (18.26%). The 10.38-point spread indicates a strong perception that Dreamdata best enables users, particularly marketing and revenue teams, to understand and act on attribution insights.



Dreamdata's leadership likely stems from its focus on simplifying complex B2B attribution and making insights accessible to non-technical users. By connecting marketing efforts directly to revenue outcomes in an intuitive way, it empowers teams to make better decisions without deep analytical expertise.

Looking Forward



Predictions

1. The category will evolve into “Revenue Intelligence & Attribution Platforms.”

Future taxonomy will shift from marketing analytics to full-funnel revenue intelligence, introducing new categories such as Revenue Attribution Leader and Pipeline Impact Analytics Leader.

2. AI-driven decisioning will replace static reporting as the core value.

Brand Leader voting will increasingly reward platforms that not only measure performance but also recommend and automate budget allocation, campaign optimization, and next-best actions.

3. The market will bifurcate between enterprise analytics platforms and modern attribution platforms.

Google Analytics and Adobe Analytics will anchor enterprise-scale analytics, while HockeyStack, Dreamdata, and similar vendors will define next-generation attribution, leading to separate voting categories for Enterprise Analytics and AI Attribution Platforms.



AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

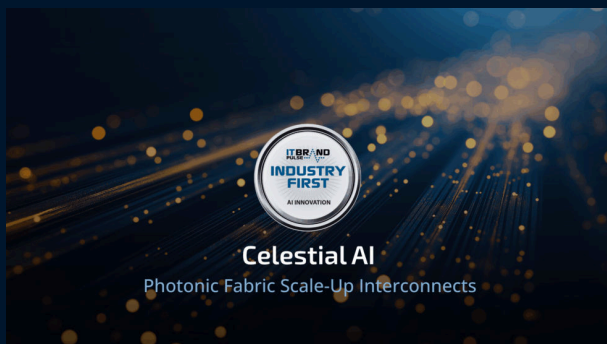




Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: itbrandpulse.com/industry-first.



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