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Who we are

Singular is a marketing intelligence platform that delivers granular mobile attribution, marketing data aggregation, powerful reporting, workflow automation and creative analysis solutions – all in a single application. By unifying marketing analytics, it provides marketers with actionable insights from previously siloed data. By connecting upper funnel marketing data with lower-funnel attribution data, marketers can measure ROI from every touchpoint across multiple channels and optimize spend down to the most granular levels.

Singular currently tracks over \$10 billion in digital marketing spend to revenue and lifetime value across industries including commerce, travel, gaming, entertainment, media, and on-demand services.

Our advantage

Singular provides a complete view of ROI with next-gen attribution, full-funnel marketing data, and best-in-class fraud prevention.

With Singular you can get:

- 2x conversion rates by accessing accurate and actionable cross-platform analytics instantly
- 15+hrs/week time savings - Transform siloed marketing data into insights automatically
- 1 source of truth - align internal teams by democratizing data

Key benefits are:

- Connect data from anywhere
- Automate data standardisation with error proof schemas
- Trust your data with the most accurate cost and ROI reporting
- Block more fraud with the industry's leading fraud prevention
- Visualise ad assets and their performance in a side by side view

How does our solution work?

Singular collects data across the customer journey and assembles it into a full end-to-end funnel, from acquisition cost to revenue. Singular pulls these data sets from APIs, dashboards, email attachments and even shared files on cloud services from sources including ad networks, attribution providers, offline marketing channels, BI systems, user engagement platforms and more. Singular then matches these data sets to uncover ROI from marketing channels to campaigns to specific creatives.

Singular's data matching technology can handle extremely limited reporting interfaces with minimal granularity and utilises strong error correction and data enrichment algorithms to enhance the actionable insights provided..

What are people saying?

“The growth marketing department ...operate(es) at scale, we have to overcome very complex data challenges. Singular solved complexities, by unifying and attributing data to analyse ROI...”

- Ran Makavy, VP Growth, Lyft