	Launch	Grow	Expansion	Scale
	Request demo	Request demo	Request demo	Request demo
FIRST-PARTY TRACKING				
First-party data	✓	✓	✓	✓
Budget trackers	✓	✓	✓	✓
Data cleaning & aggregation	✓	✓	✓	✓
MODELED ATTRIBUTION				
3 attribution models	✓	✓	✓	✓
Unlimited attribution windows	✓	✓	✓	✓
AI creative labeling	✓	✓	✓	✓
CENTRALIZED ANALYTICS				
Custom metrics & goals	✓	✓	✓	✓
Customizable dashboards	✓	✓	✓	✓
New scaling metrics	✓	✓	✓	✓
Cross-channel performance overview	✓	✓	✓	✓
Full-funnel campaign analytics	✓	✓	✓	✓
Creative analytics	✓	✓	✓	✓
AUTOMATIC OPTIMIZATIONS				
Cross-channel budget optimization	✓	✓	✓	✓
Customizable optimization rules	✓	✓	✓	✓
SUPPORT				
Guided configuration	✓	✓	✓	✓
Personal onboarding guidance	✓	✓	✓	✓
Payment by credit card	✓	✓	✓	✓
EXTRAS				
Data strategy consult		✓	✓	✓
Automation rules training			✓	✓
Unlimited domains				✓
White labeling				✓
Payment by invoice				✓