Triple Whale

Triple Whale vs. Haus

Ranked #1 by ramp
in marketing measurement software
G2: 4.5/5 Stars

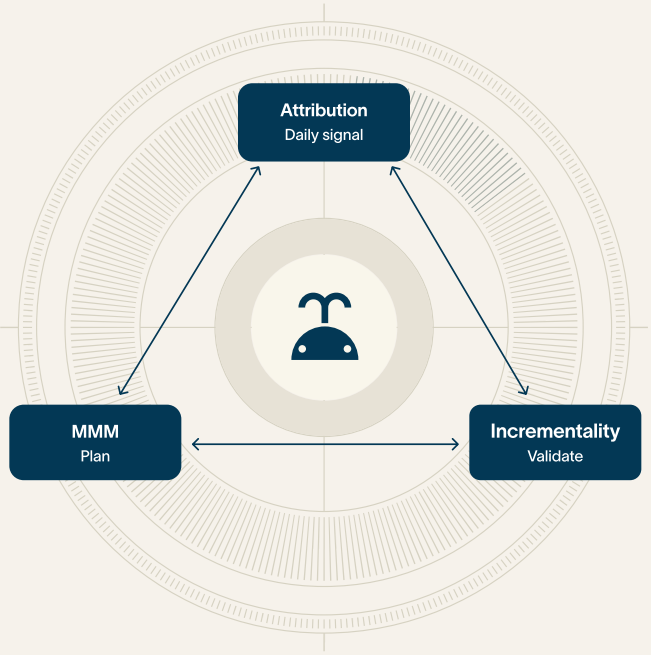
Haus
Ranked #4 by ramp
G2: No rating

	Triple Whale	Haus
Built for	Commerce-wide data, measurement, decisions and supported work in one operating platform.	Incrementality-led marketing measurement and evidence-backed media decisions.
AI	(Moby) Analysis, recurring operations, and action across the business	(Architect) Media investment decisions
Attribution	Multiple advanced multi-touch attribution models, including deterministic view-through and post-purchase survey weighting.	Calibrated attribution, plus first-click, last-click, and linear comparisons
Advanced Measurement	MMM and incrementality, calibrated first-party attribution.	Causal MMM and Incrementality experiements
Automation & actions	Scheduled reports, monitoring, and supported ad changes; review-required or automatic where settings and approval gates allow.	Architect can recommend and execute approved media changes.
Profitability	Cost-based profit reporting down to the ad level; Meta net-revenue signals and Google Ads margin-threshold conversions.	Centers on incremental revenue and spend efficiency
Customer value & investigation	Cohorts track LTV, repeat purchases, and retention; eligible journey/order drilldowns and authorized customer-name lookup.	Focused on measuring marketing's impact
Outputs	Reports, ad changes, creative, audiences, and Shopify pages	Media budget recommendations with supporting evidence and confidence estimates

Triple Whale

Measurement: Compass and causal modeling

	Triple Whale	Haus
Refresh	Real-time clicks and daily verified ad views	Daily attribution updated by experiments
How it works	Attribution, MMM, and incrementality share performance and commerce context.	Calibrate MMM & attribution
How the methods connect	Flags MMM/test agreement or conflict; Moby helps explain differences where available.	Experiment results calibrate the model
Cadence	With latest business context	Updated when valid tests are completed



Know what's driving growth, and where to invest next.

Compass unifies attribution, MMM, and incrementality, so you can prove what drives growth and defend every dollar. Moby then takes action, grounded in measurement, with the clearest path from recommendation to execution.

See Compass in action →

> "It's Triple Whale's combination of MMM + incrementality that gives me real confidence in moving spend every week."
>
> **Jacob Dorian,** Solace Bands

SOLACE