



2026 DECISION GUIDE

Marketing Analytics Platform Comparison

Compare 6 tools across 8 technical criteria — connectors, transformation depth, AI features, and ICP fit — to make a defensible platform decision.

- 1 **Feature matrix** — 6 platforms × 8 criteria: connectors, ETL depth, DW, AI, pricing, and setup time
- 2 **ICP fit guide** — which tool wins for agencies, enterprise brands, and SMB teams with real customer proof
- 3 **Self-scoring checklist** — 5 questions to narrow the field to 1–2 finalists for your stack

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ASUS Booyah Advertising Illycaffè AdRoll Signal Theory

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Marketing Analytics Platform Comparison

Feature Matrix · 6 Tools · 8 Criteria

Evaluated across connectors, transformation depth, AI capabilities, and ICP fit — to help analytics teams make a defensible platform decision.

PLATFORM	CONNECTORS	TRANSFORMATION	DW INCLUDED	AI FEATURES	AGENCY /5	ENTERPRISE /5	PRICING TIER	SETUP TIME
Improvado	1,000+	Full ETL + MDG normalization	✓ Optional managed DW	✓ NL queries, anomaly detection	★★★★★	★★★★★	Enterprise	Days
Supermetrics	100+	Query-based, no normalization	—	— Limited	★★★★☆	★★★★☆	Budget	Hours
Funnel.io	500+	Basic data modeling	—	— Limited	★★★★☆	★★★★☆	Mid-Market	Days
Adverity	600+	Full ETL, no MDG layer	—	🟡 Basic anomaly detection	★★★★☆	★★★★★	Enterprise	Weeks
Fivetran	500+	Raw extraction only	—	— Limited	★★★★☆	★★★★★	Usage-based	Days
Tableau	Analytics layer only	Visualization only	—	✓ Ask Data (NL)	★★★★☆	★★★★★	Per-user	Weeks

Connector counts as of Q2 2026. Tableau comparison excludes data extraction — it functions as a visualization layer on top of a separate ETL stack. DW = data warehouse.

ICP FIT BY TEAM TYPE

Which platform fits your team's actual profile?

FOR AGENCIES

#1 Improvado

Multi-client data unification, 1,000+ connectors, automated client report delivery. No BI team required.

"We now trust the data." — Tyler Corcoran · Booyah Advertising · 600+ reports migrated · 99.9% data accuracy

#2 Funnel.io — solid for smaller agency teams (<10 clients, <10 platforms)

FOR ENTERPRISE

#1 Improvado

Full ETL + MDG normalization layer, managed DW option, enterprise SLA, BAA-ready for regulated industries.

"Full control over our marketing data globally. Any report in minutes." — Jeff Lee · ASUS · 90 hrs/wk saved

#2 Adverity — strong ETL for teams with internal BI/DW already in place

FOR SMB

#1 Supermetrics

Budget-friendly, quick setup (hours), native Google Sheets and Looker Studio integration. No SQL needed.

Best for: <50 person teams, <10 ad platforms, no data transformation requirements

#2 Funnel.io — when SMB has 500+ source needs at mid-market budget

5-Question Self-Scoring Checklist

Q1 — How many accounts do you manage in one dashboard?

- A Just my own brand (1)
- B 2–20 client accounts
- C 20+ accounts across teams or brands

Q2 — Do you need cross-channel data normalization?

- A No — raw exports + Sheets is enough
- B Some harmonization would help
- C Full MDG normalization — critical requirement

Q3 — What's your data warehouse situation?

- A Don't need one — I use Looker Studio
- B I bring my own (BigQuery / Snowflake)
- C Need fully managed — no BI team dependency

Q4 — How important are AI / automation features?

- A Not a priority — reports are the goal
- B Anomaly alerts would be useful
- C Core requirement — NL queries + AI insights

Q5 — Do you have compliance requirements (HIPAA, SOC 2, BAA)?

- A Standard security is fine
- B SOC 2 Type II required
- C HIPAA / BAA required — healthcare or financial data

SCORING GUIDE — TALLY YOUR LETTERS

- **Mostly A:** Start with Supermetrics or Funnel.io — fast setup, lower cost, no transformation required
- **Mostly B:** Evaluate Adverity or Improvado — full ETL at mid-to-enterprise scale with SOC 2 compliance
- **Mostly C:** Improvado — 1,000+ connectors, managed MDG, BAA-ready, no BI team required to go live

See Improvado in action

Connect your stack, normalize your data, and get live dashboards — in days, not months.

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