

Attribution App Comparison

Triple Whale vs Northbeam vs Polar Analytics: speed, cost, and fit. Measured by Kaspian Fuad.

Blocking time (measured)

Polar Analytics

50 ms. The lightest of the three.

Northbeam

80 ms. In the middle.

Triple Whale

120 ms. Heaviest. 2.4x Polar.

Price floor (per month)

Triple Whale

Free, then \$219 (Foundation).

Polar Analytics

From \$750 (Core). No free plan.

Northbeam

From \$1,500 (Starter). No free plan.

Triple Whale in a line

What

All-in-one profit + attribution + AI.

Pixel

Triple Pixel app embed + checkout.

Fit

Operators wanting one dashboard.

Northbeam in a line

What

Paid-media attribution + MMM.

Pixel

Raw script in theme.liquid head.

Fit

Brands scaling paid ad spend.

Polar Analytics in a line

What

BI dashboards + Snowflake + SQL.

Pixel

Sandboxed Shopify Web Pixel.

Fit

Data teams that want the warehouse.

Attribution method

Triple Whale

Multi-touch, deterministic pixel.

Northbeam

Deterministic views + MMM add-on.

Polar

Warehouse ELT + sandboxed pixel.

Who each is for

Small / mid operator

Triple Whale (free to start).

Scaling ad spend

Northbeam (\$1.5M+/yr ads).

Has a data person

Polar (SQL + warehouse).

Why Polar is lightest

Web Pixels sandbox

Limits main-thread blocking.

Raw head script

Northbeam's most direct install.

Fuller suite

Triple Whale does more, blocks more.

Speed hygiene

Prefer Web Pixels

Over a raw theme.liquid script.

Run one tool

Two pixels double the blocking.

No double-count

Two attribution tools disagree.

Verify after install

CrUX grader

Real-user Core Web Vitals.

App Bloat Detector

See where each app ranks.

Before and after

Confirm the number moved.