

Business Name

DiGGrowth

Logo-



Founder/Owner Name

- **Taranbir Singh Nandha** — Founder & Chief Executive Officer

Address

8425 NE 22nd Pl, Clyde Hill, WA 98004, USA

Industry/Category

SaaS / Marketing Analytics & Attribution Platform — AI-driven, no-code marketing analytics platform for CMOs, performance marketers, RevOps etc.

Information of Products/Services

DiGGrowth offers a suite of marketing analytics, attribution, and data tools; key services include:

- Analytics & Attribution — helps marketers connect actions to revenue, forecast more accurately.
- Integration & Connectors — connects various ad, email, CRM, web data sources.
- Campaign Tracking — tracking performance across channels.
- AI-Agents / Utilities:
 - Paid Media Agent — to automate paid ad optimization.
 - Email Marketing Dashboard — optimize email campaigns via AI and real-time insights.

- Data Quality Grader — evaluate & improve data hygiene and integrity.
- Metrics Hub — unified dashboards, cross-channel performance visibility.
- Who We Serve:
 - C-Suite executives (CMOs etc.), Performance Marketers, RevOps teams, Marketing Agencies, Private Equity.

Website & Social Media Links

- **Website:** <https://diggrowth.com>
- **LinkedIn:** <https://www.linkedin.com/company/diggrowth/>
- **Facebook -** <https://www.facebook.com/ai.diggrowth>
- **X-Twitter -** <https://x.com/Diggrowthai>
- **Contact / Demo Page:** <https://diggrowth.com/demo/>

DiGGrowth

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DiGGrowth is a marketing analytics and attribution platform headquartered in the United States. The product emphasizes no-code deployment, multi-channel attribution, and AI-assisted insights for go-to-market (GTM) teams. It originated within Growth Natives and was publicly launched in 2023. [PR Newswire](#)

History

DiGGrowth was introduced via a public launch announcement in January 2023, describing a no-code analytics platform designed to integrate data across the marketing stack for measuring effectiveness and activation. The announcement positioned DiGGrowth as an offering developed by Growth Natives. [PR Newswire](#)

In February 2024, the company announced **DiGGi-GPT**, described as a generative-AI marketing data assistant intended to help marketers query data and derive insights. Trade and distribution outlets carried the announcement. [PR Newswire+2Newswire+2](#)

In May 2024, DiGGrowth said it achieved **SOC 2 Type II** compliance and launched **predictive lead and account scoring** functionality. The news was distributed on press-wire services and mirrored across syndication sites. [PR Newswire+1](#)

Platform

Public materials state that DiGGrowth provides AI-assisted analytics, attribution, and reporting; unifies data from paid media, email, and other channels; and offers privacy/security controls aligned to compliance frameworks. As a primary source, the company site outlines the feature set and positioning. [DiGGrowth](#)

Products and features

- **DiGGi-GPT**: a generative-AI assistant marketed for natural-language queries on marketing data and optimization suggestions. [PR Newswire+1](#)
- **Predictive lead & account scoring**: machine-learning-based scoring released alongside the SOC 2 Type II announcement. [PR Newswire](#)

Compliance

DiGGrowth announced completion of a **SOC 2 Type II** audit in 2024, communicated through press-wire channels. (Independent verification beyond press distribution has not been identified.) [PR Newswire](#)

Reception and coverage

Coverage of DiGGrowth primarily appears in press-release distribution networks and MarTech-focused blogs summarizing product announcements. Broader editorial analysis by mainstream business media or industry analysts has not been widely reported. [PR Newswire+2](#)[PR Newswire+2](#)