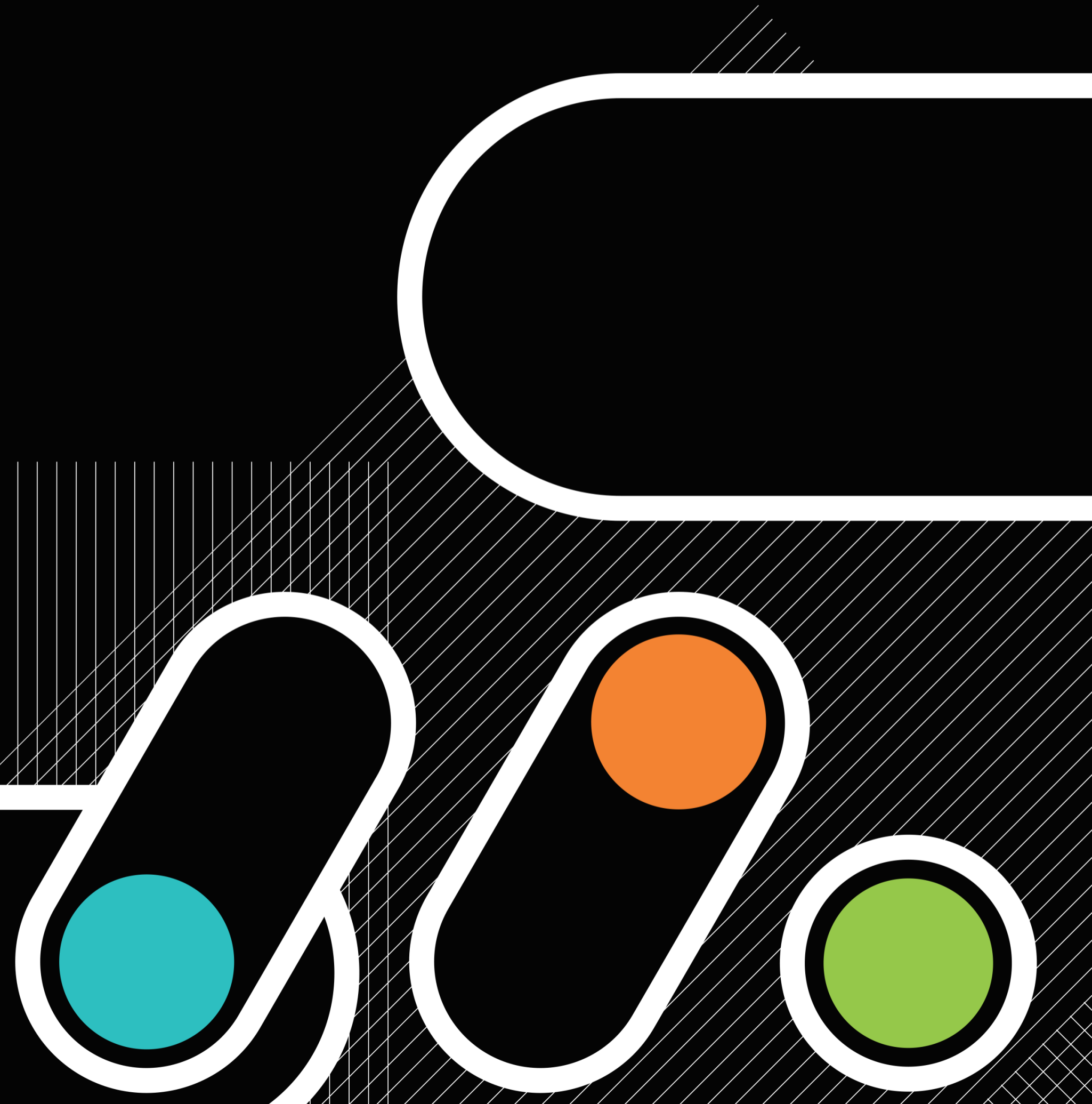


PIWIK PRO

Piwik PRO vs. Matomo



Piwik PRO vs. Matomo: Free and paid versions compared across 130+ factors

Compare Piwik PRO and Matomo based on performance, reports, data quality, included modules and more.

General overview

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Privacy and security compliance	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★
Product capabilities	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★
Action limit	depends on your server	50M+	500k	1B+
Number of websites	unlimited	30	10	unlimited
Standard JavaScript tags and mobile SDKs	✓	✓	✓	✓
Custom domain	✓	available in Cloud Enterprise	✗ only yourname.piwik.pro	✓
Price	free	\$\$\$ / \$\$\$	free	\$\$\$

Modules

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Analytics	✓	✓	✓	✓
Tag Manager	✓	✓	✓	✓
Customer Data Platform (CDP)	✗	✗	✗	✓
Consent Manager	✗	✗	✓	✓

Hosting options

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
On-premises	✓	✗	✗	✗
Cloud	✗	✓	✓	✓
Private cloud	✗	✗	✗	✓

Analytics

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
No data sampling by default	✓	✓	✓	✓
Possibility to enable data sampling for high-traffic properties	✗	✗	✓	✓
Advanced product analytics	✗	✗	✓	✓
Mobile analytics	✓	✓	✓	✓
Custom attribution models	✗	✗	✓	✓
Conversion paths reports with custom channel grouping	✗	✗	✓	✓
Custom attribution reports	✗	✗	✓	✓
Time to conversion report	✓	✓	✓	✓
Path length report	✓	✓	✓	✓
Attribution model comparison tool	paid plugin	✓	✓	✓
Custom channel grouping	✗	✗	✓	✓
Campaign reporting	★☆☆	★☆☆	★★★★	★★★★
Metasites	Paid plugin	✓	✓	✓

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Advanced segmentation	✓	✓	✓	✓
User-centric reporting	✓	✓	✓	✓
E-commerce analytics	✓	✓	✓	✓
Detailed real-time reporting	✓	✓	✓	✓
Event tracking	✓	✓	✓	✓
Goal tracking	✓	✓	✓	✓
Content tracking	✓	✓	✓	✓
Custom dimensions	5 for each scope by default, more on request	15 for each scope	25 for each scope	25 for each scope by default, more on request
Website performance metrics	✓	✓	✓	✓
Unique visitor metric available for different reports & time ranges	★☆☆	★☆☆	★★★	★★★
Number of segments	unlimited	100	unlimited	unlimited
Access to raw data	✓	✓	✓	✓

Analytics - mobile & app

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Android – Java	✓	✓	✓	✓
Android – Kotlin	✓	✓	✓	✓
iOS – Swift	✓	✓	✓	✓
iOS – Objective-C	✓	✓	✓	✓

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Flutter	✓	✓	✓	✓
React Native	✓	✓	✓	✓
SPA – Single Page Application	✓	✓	✓	✓
PWA – Progressive Web Apps	✓	✓	✓	✓
AMP – Accelerated Mobile Pages	✗	✗	✓	✓
Search engine keywords	✗	✗	✓	✓
Rich documentation	✗	✗	✓	✓
Ease of implementation	★☆☆	★☆☆	★★★★	★★★★

Analytics – reporting speed & agility

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Reporting backend	obsolete / MySQL	obsolete / MySQL	modern / ClickHouse	modern / ClickHouse
Data processing	preprocessing required	preprocessing required	on the fly	on the fly
Generating reports based on high traffic volume	2 hours or more	2 hours or more	on the fly	on the fly
Data retention	customizable	6-24 months	14 months	25 months or more, depending on your contract (cloud) or infrastructure (on-premise)

Analytics – flexibility of standard & custom reports

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Funnel analytics	paid plugin / ★☆☆	★★★	★★★	★★★
User flow	paid plugin / ★☆☆	★★★	★★★	★★★
Line chart	✓	✓	✓	✓
Explorer	✓	✓	✓	✓
Bar chart	✓	✓	✓	✓
Flat table	✓	✓	✓	✓
Custom dashboards	★★★	★★★	★★★	★★★
Custom reports	paid plugin / ★☆☆	★★★	★★★	★★★
Ability to customize any default report	✗	✗	✓	✓
Ability to create custom visualization	✗	✗	✓	✓
Custom filters & segments for each report, dashboard & widget	✗	✗	✓	✓
Custom metrics & dimensions	✗	✗	✓	✓
Custom data grouping	✗	✗	✓	✓
Advanced drag & drop editor	✗	✗	✓	✓

Analytics – integrations

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Data visualization tools (e.g. Tableau, Power BI, BigQuery)	✗ ⓘ	✗ ⓘ	✓	✓
Google Search Console	paid plugin / ★☆☆	★★★	★★★★	★★★★
Google Sheets	✗	✗	✓	✓
Google Ads	★★★	★★★	★★★★	★★★★

Analytics – data anonymization

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Anonymization techniques	★★★	★★★	★★★★	★★★★
Linking personal & anonymous data about visitors who provide consent later in a session	✗	✗	✓	✓

SharePoint analytics

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Standard traffic reporting (pages, search, documents)	✓	✓	✗	✓
SharePoint social & newsfeed interactions	✓	✓	✗	✓
SharePoint document libraries tracking	✗	✗	✗	✓
Capturing custom SharePoint interactions	✗	✗	✗	✓
SharePoint integration installation	Manual	Manual	✗	Fully automated
SharePoint integration options	JS tag only	JS tag only	✗	APP, WSP or JS tag

Tag Manager

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Tag template library	✓	✓	✓	✓
Custom tags	✓	✓	✓	✓
Custom pop-ups	✗	✗	✓	✓
Content personalization (banners, ads & HTML elements)	✗	✗	✓	✓
Asynchronous tag support	✓	✓	✓	✓
Synchronous tag support	✗	✗	✓	✓
Library of triggers & conditions	✓	✓	✓	✓
Tag Manager variables	✓	✓	✓	✓
Test & debug mode	✓	✓	✓	✓
Tag configuration import/export	✗	✗	✓	✓
Changelog	✓	✓	✓	✓
Privacy features (opt-out & opt-in)	✗	✗	✓	✓
Integration with Consent Manager	✗	✗	✓	✓
Integration with Analytics	✓	✓	✓	✓
Integration with Customer Data Platform	✗	✗	✗	✓

Customer Data Platform

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Single customer view (SCV)	✗	✗	✗	✓
Personal (& sensitive) data onboarding	✗	✗	✗	✓
Cross-channel customer journey	✗	✗	✗	✓
Custom audience builder	✗	✗	✗	✓
Audience insights	✗	✗	✗	✓
Audience export	✗	✗	✗	✓
Audience activation (i.a. Facebook Ads & Google Ads)	✗	✗	✗	✓
Webhooks	✗	✗	✗	✓
Data integration tools	✗	✗	✗	✓
Templates for custom activations	✗	✗	✗	✓

Consent Manager

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Customizable consent forms (modal & pop-up)	✗	✗	✓	✓
User-friendly consent form editor	✗	✗	✓	✓
Support for custom HTML consent form	✗	✗	✓	✓
Collecting consents for the use of third-party tools	✗	✗	✓	✓
Displaying consent requests for certain regions (e.g. EEA)	✗	✗	✓	✓

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Consent reminder widget	✗	✗	✓	✓
Consent change & withdrawal widget	✗	✗	✓	✓
Data subject request widget	✗	✗	✓	✓
Data subject request admin panel	✗	✗	✓	✓
Data subject request history	✗	✗	✓	✓
Consent performance statistics	✗	✗	✓	✓
Zero cookie load	✗	✗	✓	✓

Support & SLA

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Email support	✗	✓	✗	✓
User guides	✓	✓	✓	✓
Dedicated customer success manager	✗	✗	✗	✓
Service delivery manager	✗	✗	✗	✓
Personalized implementation & onboarding (on-site & remotely)	✗	✗	✗	✓
Dedicated training (on-site or remotely)	✗	✗	✗	✓
Analytics consulting	✗	✗	✗	✓
Custom development & integrations	✗	✗	✗	✓
24/7 monitoring and incident handling	✗	✓	✗	✓

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Support team's business hours	✗	New Zealand (GMT+13)	✗	Europe (GMT+1)
Support response time	✗	1 business day	✗	4 hours (24/7)
Cloud SLAs	✗	✗	✗	✓

Privacy & security compliance

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Full data ownership	✓	✓	✓	✓
GDPR compliance	✓	✓	✓	✓
HIPAA compliance	Depends on your infrastructure	✗	✗	✓
Cloud data residency	✗	Germany	EU data center	Selected data center: DE, NL, SE, US or SG
Private cloud data residency	✗	✗	✗	one of 60+ Azure and AWS regions or Elastx servers in Sweden
On-premise data residency	Depends on your infrastructure	✗	✗	Depends on your infrastructure

Data security

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Full server redundancy	Depends on your infrastructure	✓	✓	✓
ISO-27001 certified data centers	Depends on your infrastructure	✗	✓	✓

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
SOC-2 certified data centers	Depends on your infrastructure	✗	✓	✓
External security audits	Last in 2014	Last in 2014	Yearly	Yearly
SAML integration	Paid plugin	✓	✓	✓
Password policy	Paid plugin	✓	✓	✓
User management	✓	✓	✓	✓
User groups	✓	✓	✓	✓

Company

	Matomo On-Premise	Matomo Cloud	Piwik PRO Core	Piwik PRO Enterprise
Legal entity	No legal entity (community)	InnoCraft Limited (New Zealand)	Piwik PRO Sp. z o.o. (Poland) Piwik PRO GmbH (Germany) Piwik PRO LLC (New York, US)	
Local company presence	✗	Unknown	Poland, Germany, Netherlands, United States	
Full-time staff	✗	<10	100	
Company's security certificates	✗	None	ISO-27001 and SOC-2	
Official partners	✗	✗	Microsoft, EY, agencies & system integrators around the globe	

This comparison is based on the publicly available information gathered in March 2023.

Use the free Core plan or get a custom demo of an Enterprise plan setup. Get advanced, privacy-friendly analytics either way.

Get a custom demo

Use the free Core plan

About Piwik PRO

Piwik PRO makes powerful, privacy-compliant analytics software and offers high-touch support, so customers can get the most out of their data. Piwik PRO Analytics Suite provides flexible data collection and reports in addition to consent management, tag management and a customer data platform. Analytics professionals from leading organizations, such as the Government of the Netherlands, Crédit Agricole and Greiner, optimize customer and user journeys with Piwik PRO.

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