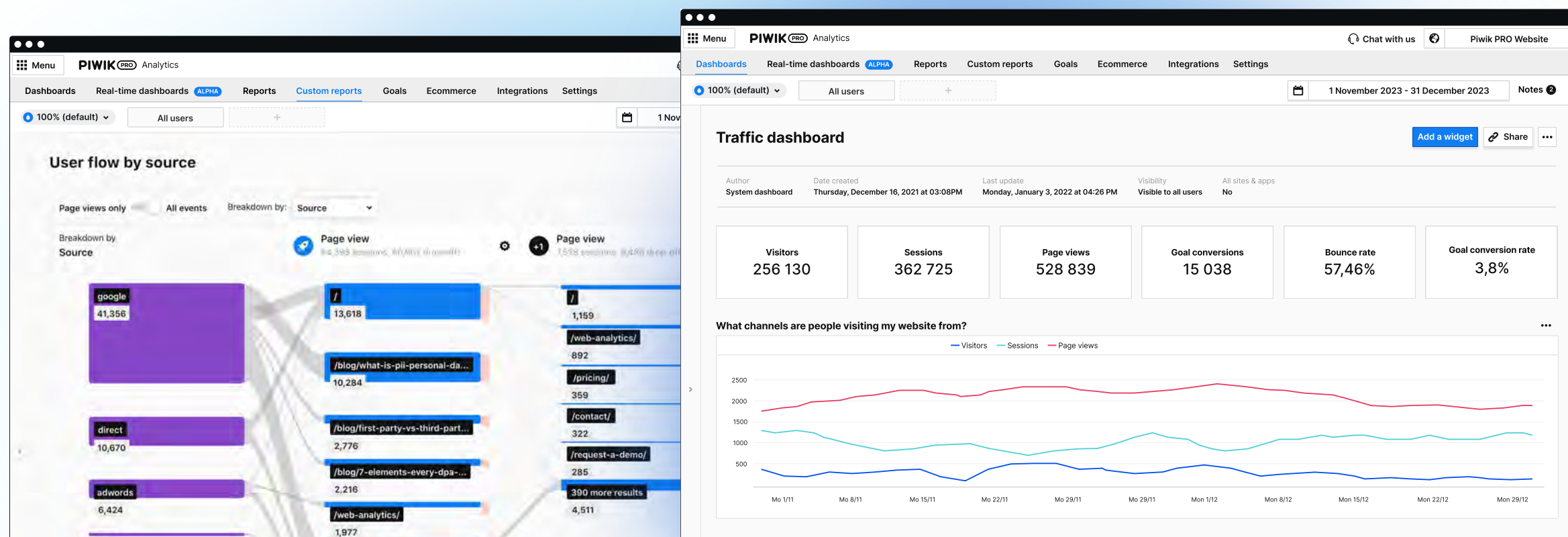# PIWIK PRO

Collect, analyze and activate your web & app data with ease

Piwik PRO develops a privacy-first platform providing an advanced suite of modules centered around analytics that easily connects with other parts of the client's tech stack. The product offers flexible hosting options along with high privacy and security standards.

Tightly-integrated product suite

Analytics
for behavioral data collection and in-depth analysis.

Tag Manager
for easy implementation of analytics events and control over third-party platforms, such as chat apps, advertising platforms, and experimentation tools.

Consent Manager
for collecting visitors' consent and triggering tags based on their choices.

Customer Data Platform
for enriching and activating behavioral data to personalize user experience and run effective cross-channel campaigns.

Dedicated for:

Finance   **Government**   **Healthcare**   **Business**

We support organizations in:

- Analyzing the customer journey across websites and apps and identifying cross-sell and upsell opportunities.
- Making data-driven decisions and driving business growth.
- Leveraging data activation to optimize user experience and communication strategies.
- Staying privacy-compliant and secure with flexible data storage.

> "Piwik PRO develops analytics software that helps organizations gather valuable insights about their website, apps, and digital product usage while complying with privacy and sectoral laws, such as GDPR, CCPA, PIPEDA, or HIPAA. Choosing Piwik PRO allows businesses to optimize customer journeys, reduce compliance burden, and enhance data security. This enables them to focus on delivering exceptional value to their customers while confidently navigating complex data privacy regulations."

Piotr Korzeniowski
Chief Executive Officer at Piwik PRO

600+ Customers	Over 12k Free plan users	90+ Partners	170+ Employees	€15.8 m ARR

Milestones:

2013
Maciej Zawadziński establishes the Piwik PRO as a company.

2017
Piwik PRO starts developing its new proprietary platform – Piwik PRO Analytics Suite.

2021
Piwik PRO introduces a new free forever plan to the offer – Piwik PRO Core.

2023
Piwik PRO and Cookie Information are merging to strengthen the first-party marketing tech offering.

Trusted by:

AIRBUS · COUNCIL OF EUROPE / CONSEIL DE L'EUROPE · ŠKODA · CRÉDIT AGRICOLE · dfv Mediengruppe · WIEN ENERGIE

Health New England · ZWILLING · FitchRatings · European Commission

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