# Compare 6 free web analytics platforms - 65-point table

# Compare 6 free web analytics platforms

## 65-point table

Free web analytics platforms have limitations. To get the price down to zero, there have to be sacrifices somewhere: features, data sampling, performance, data privacy, etc.

This doesn't mean that every free web analytics platform is not good enough for (fill in the blank) project. It just means you need to carefully consider the trade offs involved when you pick a free product.

That's why we've written this comparison. We want you to have all the information you need to make an informed choice. Even if the product itself is free, your time is not. Spend time implementing the platform that will fit your needs.

> We're using web analytics as a broad term, most of these platforms can be used for websites, digital products and mobile apps.

This comparison table is brought to you by Piwik PRO. Read the full article version of it here on the Piwik PRO blog.

**Start using the Piwik PRO Core plan now** – privacy-friendly analytics
plus Customer Data Platform, consent & tag management. Free forever.

# General overview

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| **Performance and features** | ★★☆ | ★★☆ | ★☆☆ | ★☆☆ | ★★☆ | ★⯪☆ |
| **Functionality vs. paid version** | Good | Good | Very limited | Very limited | Good | Ok |
| **Privacy and security compliance** | ★★★ | ★☆☆ | ★★⯪ | ★★⯪ | ★★☆ | ★★☆ |
| **Action limit** | 500k | None | Depends on server | Depends on server | 100k | 500k |
| **Access to raw data** | ✔ | ✔ | ✔ | ✘ | ✔ | ✔ |
| **Built-in consent management** | ✔ | ✘ | ✘ | Plugin | ✔ | ✘ |
| **Integrated tag management** | ✔ | ✔ | ✔ | ✘ | ✘ | ✘ |
| **EU cloud hosting available** | ✔ | ✘ | ✘ | ✘ | ✘ | ✘ |
| **Ease of implementation** | ★★★ | ★★☆ | ★☆☆ | ★☆☆ | ★★★ | ★★★ |

# Data collection flexibility

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| **Data freshness** | 30 min | 4-8 hours | 15 min | 1 hour | Real-time | N/A |
| **Action limit** | 14 months | 2 or 14 months | Customizable | Customizable | 60 months<br>Access limited to 90 days | 90 days |
| **Custom variables** | ✔ | ✔ | ✘ | ✘ | As custom properties | ✘ |
| **Custom dimensions** | ✔ | ✔ | ✔ | ✘ | As custom properties | ✘ |
| **Private cloud** | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ |
| **Cloud** | ✔ | ✔ | ✘ | ✘ | ✔ | ✔ |

# Data processing & connectivity

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| **Standard JavaScript tags and mobile SDKs** | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| **Data sampling** | None | Data sampling is applied to standard and advanced reports. The quota limit for event level queries is 10 million events | None | None | None | None |
| **Reporting API** | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| **Connectors to common BI and data visualization software** | ✔ | ✔ | �‖ | ✖ | ✔ | ✖ |

# Reporting features

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| **Standard reporting for web apps and mobile apps** | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Conversion funnels, advanced segmentation and attribution** | ✓ | ✓ | Paid plugin | ✗ | ✓ | ✓ |
| **User flow report** | ✓ | ✓ | Paid plugin | ✗ | ✓ | ✓ |
| **Detailed session log** | ✓ | ✓ | ✓ | Plugin | ✓ | ✓ |
| **User-level reporting** | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ |
| **E-commerce tracking** | ✓ | ✓ | ✓ | ✓ *basic configuraton via events | ✓ | ✓ |
| **Content tracking** | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| **Multi-channel attribution reports** | ✔ | ✔ | Paid plugin | ✘ | ✔ | ✔ |
| **Customizable dashboards** | ✔ | ✘ | ✔ | ✘ | ✔ | ✔ |
| **Shared reports and dashboards** | ✔ | ✔ | ✔ | ✘ | ✔ | ✔ |
| **Metasites** | ✔ | ✘ | Paid plugin | ✘ | ✘ | ✘ |
| **Site speed reports** | ✔ | ✘ | ✔ | ✘ | ✘ | ✘ |
| **Segmentation & data filtering** | ✔ | ✔ | ✔ | ✘ | ✔ | ✔ |
| **Report alerts based on changes in metric values** | ✔ | ✔ | ✔ | ✘ | ✔ | Via Slack integration |
| **Real-time data** | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |

# Product integrations

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| Integrated tag manager | ✔ | ✔ | ✔ | ✖ | ✖ | ✖ |
| Integrated customer data platform | ✔ | ✖ | ✖ | ✖ | 3rd party vendors | ✖ |
| Google Ads integration | ✔ | ✔ | Paid plugin | ✖ | ✔ | ✔ |
| Google Search Console integration | ✔ | ✔ | Paid plugin | ✖ | ✖ | ✖ |
| Google Tag Manager (client-side and server-side) | ✔ | ✔ | ✖ ⓘ | ✖ ⓘ | ✖ ⓘ | ✖ ⓘ |

# Data anonymization

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| **Data anonymization** | ✓ | ✓ | ✓ | ✓ <br> *no IP address storage | ✓ | ✓ |
| **Zero-identity tracking (a stricter form of anonymous tracking)** | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| **Ability to collect anonymous data without consent (zero-cookie load)** | ✓ | ✗ | ✓ | ✗ | ✗ | ✗ |

# Data privacy and security

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| **100% data control** | ✓ | ✗ | ✓ | ✓ | ✗ | ✗ |
| **Compliance with GDPR, LGPD, CCPA** | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ |
| **HIPAA attested** | ✗ ⓘ | ✗ | ✗ | ✗ | ✗ | ✗ |
| **Suitable for industries handling sensitive data: banking, governments, telecoms and healthcare** | ✓ | ✗ | ✓ | ✓ | ✗ | ✗ |
| **Possibility to link personal & anonymous data** | ✓ | ✗ | ✗ | ✗ | ✗ | ✓ |
| **Data shared with third parties** | ✗ | Google gives its users an option to share GA4 data with other Google products like Google Signals and Google Ads | ✗ | ✗ | ✗ | ✗ |

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| **Privacy features (opt-out & opt-in)** | ✓ | ✗ | ✗ | Plugin | ✓ | ✓ |
| **User access management** | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ |
| **PIPEDA certified** | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |

# Tag manager

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| Asynchronous tag support | ✔ | ✔ | ✔ | ✘ | ✘ | ✘ |
| Synchronous tag support | ✔ | ✘ | ✘ | ✘ | ✘ | ✘ |
| Tag templates for popular remarketing pixels | ✔ | ✔ | ✔ | ✘ | ✘ | ✘ |
| Library of built-in tags, triggers and variables | ✔ | ✔ | ✔ | ✘ | ✘ | ✘ |
| Custom tags, triggers and variables | ✔ | ✔ | ✔ | ✘ | ✘ | ✘ |
| Custom JavaScript variables | ✔ | ✔ | ✔ | ✘ | ✘ | ✘ |
| Content personalization (banners, ads & HTML elements) & pop-ups | ✔ | ✘ | ✘ | ✘ | ✘ | ✘ |

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| **Test & debug mode** | ✔ | ✔ | ✔ | ✘ | ✘ | ✘ |
| **Tag configuration import/export** | ✔ | ✔ | ✘ | ✘ | ✘ | ✘ |

# Support and customer care

| | Piwik PRO Core | Google Analytics 4 (GA4) | Matomo On-premises | Countly Community | Mixpanel | Woopra |
|---|---|---|---|---|---|---|
| Self-service help center | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| Community forum | ✔ | ✔ | ✔ | ✔ | ✔ | ✘ |
| Live chat support | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ |
| Email support | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ |
| Dedicated support specialist | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ |

This comparison is based on publicly available information gathered in September 2024.

Another important thing to keep in mind is the upgrade path for any free platforms. This is especially true if you think your project may eventually grow to demand more features or higher performance. If that's the case, these other comparisons may be of interest to you:

- Piwik PRO vs. Google Analytics

- Piwik PRO vs. Google Analytics 360

- Piwik PRO vs. Matomo

- Piwik PRO vs. Adobe Analytics

## Create your free (forever!) Core account now, or get a demo of your ideal Piwik PRO configuration

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.

# Contact

**EMEA**
+48 71 716 69 50

**DACH**
+49 2203 989 620

**BENELUX**
+31 858 881 458

**NORTH AMERICA**
+1 888 444 0049

http://piwik.pro　·　sales@piwik.pro