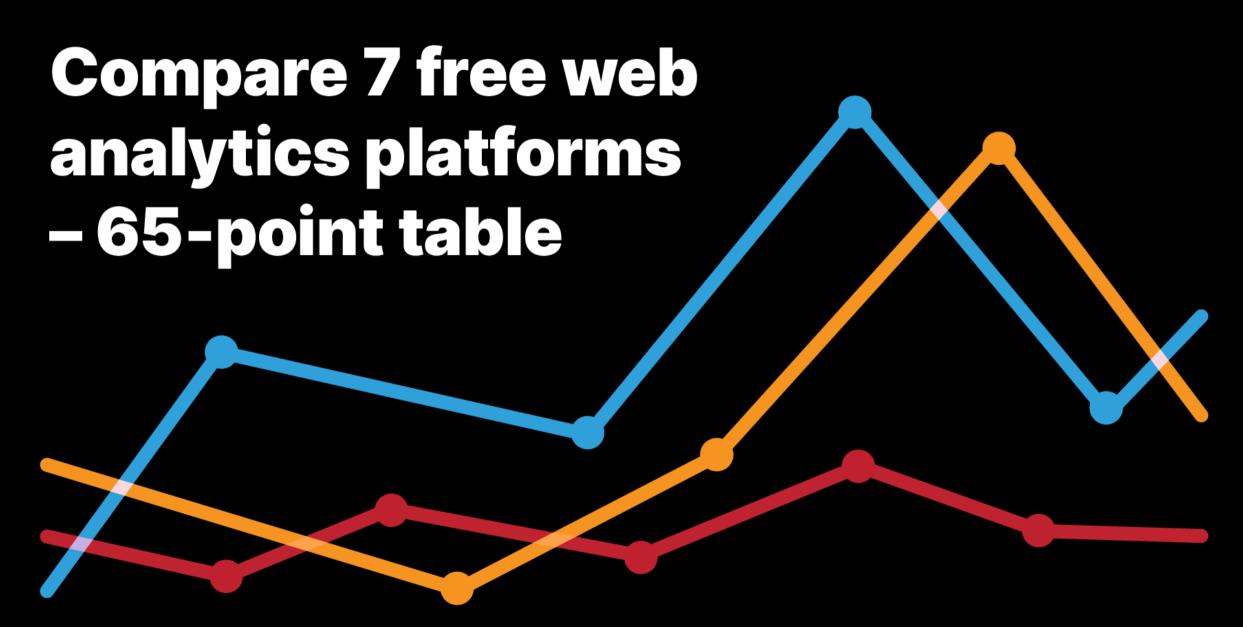# Compare 7 free web analytics platforms

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 consent & tag management. Free forever.

General overview

	Piwik PRO Core	Google Universal Analytics (GA3)	Google Analytics 4 (GA4)	Matomo On-premises	Countly Community	Mixpanel	Woopra
Performance and features	★★☆	★★★½	★★☆	★☆☆	★☆☆	★★☆	★½☆
Functionality vs. paid version	Good	Good	Good	Very limited	Very limited	Good	Ok
Privacy and security compliance	★★★	☆☆☆	☆☆☆	★★½	★★½	★★☆	★★☆
Action limit	500k	10M	None	Depends on server	Depends on server	100k	500k
Access to raw data	✓	✗	✓	✓	✗	✓	✓
Built-in consent management	✓	✗	✗	✗	Plugin	✓	✗
Built-in tag management	✓	✓	✓	✓	✗	✗	✗
EU cloud hosting available	✓	✗	✗	✗	✗	✗	✗
On-premises hosting	✗	✗	✗	✓	✓	✗	✗
Ease of implementation	★★★	★★★	★★☆	★☆☆	★☆☆	★★★	★★★

Data collection flexibility

	Piwik PRO Core	Google Universal Analytics (GA3)	Google Analytics 4 (GA4)	Matomo On-premises	Countly Community	Mixpanel	Woopra
Data freshness	30 min	24 - 48 hours	24 - 48 hours	15 min	1 hour	Real-time	N/A
Data retention	14 months	26 months by default, customizable	2 or 14 months	Customizable	Customizable	60 months Access limited to 90 days	90 days
Custom variables	✔	✔	✔	✔	✖	As custom properties	✖
Custom dimensions	✔	✔	✔	✔	✖	As custom properties	✖
On-premises (self-hosted)	✖	✖	✖	✔	✔	✖	✖
Private cloud	✖	✖	✖	✖	✖	✖	✖
Cloud	✔	✔	✔	✖	✖	✔	✔

Data processing & connectivity

	Piwik PRO Core	Google Universal Analytics (GA3)	Google Analytics 4 (GA4)	Matomo On-premises	Countly Community	Mixpanel	Woopra
Standard JavaScript tags and mobile SDKs	✓	✓	✓	✓	✓	✓	✓
Data sampling	None	Automatic sampling for >500k sessions per month	Only for advanced reports	None	None	None	None
Reporting API	✓	✓	✓	✓	✓	✓	✓
Connectors to common BI and data visualization software	✓	Limited to aggregated data	✗	✗	✗	✓	✗

Reporting features

	Piwik PRO Core	Google Universal Analytics (GA3)	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 configuration via events	✓	✓
Content tracking	✓	✓	✓	✓	✗	✗	✗

	Piwik PRO Core	Google Universal Analytics (GA3)	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

Product integrations

	Piwik PRO Core	Google Universal Analytics (GA3)	Google Analytics 4 (GA4)	Matomo On-premises	Countly Community	Mixpanel	Woopra
Integrated tag manager	✔	✔	✔	✔	✖	✖	✖
Integrated customer data platform	✖	✖	✖	✖	✖	3rd party vendors	✖
Suitable for SharePoint analytics	✖	✔	✔	✔	✖	✖	✖
Google Ads integration	✔	✔	✔	Paid plugin	✖	✔	✔
Google Search Console integration	✔	✔	✖	Paid plugin	✖	✖	✖

Data anonymization

	Piwik PRO Core	Google Universal Analytics (GA3)	Google Analytics 4 (GA4)	Matomo On-premises	Countly Community	Mixpanel	Woopra
Data anonymization	✔	✔	✔	✔	✔ *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 Universal Analytics (GA3)	Google Analytics 4 (GA4)	Matomo On-premises	Countly Community	Mixpanel	Woopra
100% data control	✓	✗	✗	✓	✓	✗	✗
Compliance with GDPR, LGPD, CCPA	✓	✗	✗	✓	✓	✓	✓
Compliance with HIPAA	✗	✗	✗	Depends on server location	Depends on server location	✓	✗
Suitable for industries handling sensitive data: banking, governments, telecoms and healthcare	✓	✗	✗	✓	✓	✗	✗
Possibility to link personal & anonymous data	✓	✗	✗	✗	✗	✗	✓
Data shared with third parties	✗	your data is shared with Google Ads and other Google products	your data is shared with Google Ads and other Google products	✗	✗	✗	✗
Privacy features (opt-out & opt-in)	✓	✗	✗	✗	Plugin	✓	✓
User access management	✓	✓	✓	✓	✗	✓	✓

Tag manager

	Piwik PRO Core	Google Universal Analytics (GA3)	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	✓	✗	✗	✗	✗	✗	✗
Test & debug mode	✓	✓	✓	✓	✗	✗	✗
Tag configuration import / export	✓	✓	✓	✗	✗	✗	✗

Support and customer care

	Piwik PRO Core	Google Universal Analytics (GA3)	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	✘	✘	✘	✘	✘	✘	✘

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.

Use the free Core plan   **Get a custom demo**

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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