WHITEPAPER

Alternatives for Google Analytics 4



In deze whitepaper

About this document 3

Why choose an alternative for GA4? 4

Piwik PRO 5

Matomo 10

Piano Analytics 15

Mixpanel 19

Feature overview per platform 24

About this document

In this whitepaper you'll find out more about some alternative platforms for Google Analytics 4 and their features. At the end of the document you'll find a combined overview of all features per platform.

The platforms covered in this whitepaper are:









Why choose an alternative for GA4?

There are several good reasons for companies to replace Google Analytics with an alternative platform.

More advanced features

Some alternative analytics platforms offer more advanced features than GA4, such as more extensive integrations with other tools and advanced data analyses based on machine learning.

Better support

Some alternative platforms also offer better support than GA4. Examples are 24/7 support via mail, phone, or chat, as well as access to professional consultants and training sessions.

Easier to use

Some alternatives have a very instinctive dashboard or interface and are therefore easier to use than GA4. This makes these alternatives particularly interesting for beginners or businesses with limited technical resources.

Cheaper

Finally, just like GA4, many alternative analytics platforms are free. Some alternatives do offer paid versions or subscription services, also just like GA4, but these are priced cheaper than the paid version of GA4.

Businesses ideally choose a platform that fits their specific needs. The best way to find the right platform is by comparing the features and possibilities of multiple alternatives.

Piwik PRO

PIWIK PRO

Piwik PRO, also known as Piwik PRO Analytics Suite, is an open-source web analytics platform that allows users to collect, analyse, and optimise website and app data.

The platform was developed in Poland and offers both a free (“Core Plan”) and paid (“Enterprise Plan”) version. The latter allows users to request a custom subscription plan.

Piwik PRO aims to help its users comply with the strict global privacy and security standards and allows users to host their website data on proprietary servers. This is particularly appealing to users that worry about the privacy of their data.

Additionally, Piwik PRO offers implementation support and organises training sessions for users, helping beginners navigate the platform as quickly as possible.

Overall Piwik PRO is a very reliable web analytics platform that helps users comply with privacy and security standards, as well as collect and analyse website data and optimise website performance.

Features

Below we've summarised Piwik PRO's main features per category.

UX analyses

In Piwik PRO users can conduct A/B testing, as well as analyse heat maps and scroll maps. Making and watching screen recordings is unfortunately not an option. You can thus use Piwik PRO to see how users use your website, but not how they interact with it.

Alerts and sharing

Piwik PRO allows you to set up alerts to stay informed about informed of important changes in your website data. Additionally, you can create custom reports to view specific data and share reports with others. This gives users of the tool the flexibility to communicate relevant website data with others.

Customer Data Platform (CDP)

Piwik PRO offers the ability to integrate the tool with their Customer Data Platform, which is not possible in Google Analytics 4. This allows users to centralise their website data. Integrating Piwik PRO with the CDP can help provide a more complete picture of users' activities and interests, which can lead to improved marketing strategies.

Data handling

In Google Analytics 4, you have the ability to back up your data and use website and app data. Piwik PRO also offers these features — and more. For instance, in Piwik PRO you can disable data sampling and refresh data in close to real-time. This offers more precision when viewing data and can help you take action on important changes faster.

Data export

Just like Google Analytics 4, Piwik PRO offers the ability to export your data in different ways. You can export to an API or as a CSV, making it possible to use the data in different BI tools (Tableau, Power BI...), an ETL tool, or directly to your Data Warehouse. Alternatively, you can create raw data exports, which is only available in GA4 using the BigQuery link.

Data Import

In Piwik PRO, besides the option to export data, you also have the option to import data. This allows you to import data from other systems such as a CRM or CMS. Consequently, you can start integrating these data into your Piwik PRO reports.

Data residency

Piwik PRO offers a few more options in terms of data residency than Google Analytics 4, allowing you to choose hosting on an international cloud, EU cloud, private cloud, or even on-premises (local). Moreover, there is also the possibility of having ownership of your data, which is not the case in GA4. This means that with Piwik PRO, you have more control over the location and ownership of your data.

Privacy and compliance

Piwik PRO has a built-in consent manager and offers several tools to anonymise the acquired data. Moreover, the platform adheres to GDPR and HIPAA regulations, does not share data with third parties, and has a secure member area. When it comes to privacy, Piwik PRO does a lot better than GA4.

Tag management and campaign tagging

Piwik PRO has its own tag manager that allows users to tag their campaigns with both standard UTM tags and custom tags that are self-selectable.

Basic reports

In Piwik PRO, you have the following options for basic reports:

- Channels
- Content grouping
- Conversions and events
- Devices
- E-commerce
- Locations
- Pages
- Site search
- Site speed

Advanced reports

For the advanced reports, you have the following options:

- Attribution models
- Behaviour / User flow
- Custom fields
- Filters
- Funnels
- Segments

Integrations

Piwik PRO also allows you to create integrations with other platforms. For example, you can create an integration with Google Ads, Google Search Console, and the analytics tool Smartlook. Unlike Google Analytics, the integration with Google Ads is a one-way sync. This means you can only see Google Ads data and cannot send data to Google Ads for optimisation. In Piwik PRO, you do not have the option of integrating with Facebook Ads and Outbrain Ads, just like in GA4.

Why choose Piwik PRO?

If privacy and data security play a major role in your choice of analytics platform, Piwik PRO may be the appropriate decision. EU-based Piwik PRO is compliant with both GDPR and CCPA legislations.

Piwik PRO also shares a lot of core features with Universal Analytics, making the learning curve lower after a Universal Analytics migration.

Besides the analytics platform, Piwik PRO also offers a number of integrations, such as a consent manager and a CDP. The latter, however, is only available with an enterprise plan. With this enterprise plan, you can also host Piwik PRO on-premise.

Piwik PRO offers a free version for websites that process less than 500,000 actions per month. Collecting more data will incur a monthly cost.

Want to learn more about Piwik PRO? As a Piwik partner , we can help you write out your data requirements, implement, and analyse your Piwik PRO data.



Matomo



Matomo is a web analytics platform developed in New Zealand and derived from the open-source project Piwik. As a result, Matomo's basic features are similar to those of Piwik PRO.

Users can choose between a free version, where data is stored on their own server, and a paid version, where data is hosted by Matomo. For the paid version, the monthly license cost depends on monthly traffic. For additional functionalities, such as custom reports or integrations with other tools, users pay a license per required plugin.

Matomo stands for openness, transparency, freedom, and privacy and adheres to GDPR legislation to protect users' privacy. Users have full ownership of their data with Matomo. It's an analytics tool focused on maintaining privacy and transparency.

Features

Matomo has several features listed below by category.

UX analyses

In Matomo, you have the ability to perform A/B testing and view heatmaps and screen recordings to see how users interact with your website or app..

Alerts and sharing

In Matomo, using the necessary purchased plugins, you can set alerts and create custom reports. Both are available in the Matomo Cloud plan. Furthermore, you can also share reports with other Matomo users.

Customer Data Platform (CDP)

Similarly to Google Analytics 4, Matomo does not offer integration with a proprietary Customer Data Platform.

Data handling

Matomo does not back up your data, but it does refresh your data close to real-time. This happens every 15 minutes.

In Matomo, data sampling is disabled and you can use data from both your website and app.

Data export

Matomo does not back up your data, but it does refresh your data close to real-time. This happens every 15 minutes.

In Matomo, data sampling is disabled and you can use data from both your website and app.

Data Import

In Matomo, you have the option to import your Google Analytics data. However, this is only possible if the right plugin is purchased. If you do this, a new website is created in Matomo for this data. In other words, you cannot import the data into an existing website.

Data residency

In terms of data residency, Matomo gives you a number of options. For instance, you can have data ownership which means your data is hosted on-premise, i.e. locally on your own servers. But you can also choose to host your data on an EU cloud, although this comes with a fee.

Privacy and compliance

In terms of privacy, Matomo performs much better than GA4. Matomo anonymises the data it collects and abides by GDPR laws to protect user privacy. Matomo also has to comply with CNIL guidelines and they also avoid sharing data with third parties. You can only share a dashboard with other Matomo users.

Tag management and campaign tagging

Matomo has its own built-in tag manager and the ability to handle campaign tagging.

Basic reports

In Matomo, you have the following options for basic reports:

- Channels
- Conversions and events
- Devices
- E-commerce
- Locations
- Pages
- Site search

Advanced reports

For the advanced reports, you have the following options:

- Attribution models
- Behaviour / User flow
- Funnels
- Segments

The first three options are only possible using plugins for on-premise. Segments are always possible. All four capabilities are available in the Matomo Cloud version, though.

Integrations

In Matomo, you also have the option to create integrations with other platforms. For example, you can establish an integration with Google Ads and Google Search Console. Unlike Google Analytics, the integration with Google Ads is a one-way sync. You can only see Google Ads data and cannot send data to Google Ads for optimisation. You also have the option of integrating with the Bing and Yahoo Search Console. In Matomo, like in GA4, you don't have the option to make an integration with Facebook Ads and Outbrain Ads.

Why choose Matomo?

Like Piwik PRO, Matomo is based in the EU and puts a great emphasis on user privacy. Matomo is also an open-source platform, meaning the quality and security of the platform is guaranteed by a large community of developers and analytics experts. In addition, Matomo gives you full ownership of your data. This means no third parties have access to your data.

Matomo also offers a large number of extensions in the form of plugins. However, some of these plugins are paid.

Matomo has a free version if you opt for on-premise hosting. Otherwise, there is a monthly charge.



Piano Analytics

piano

Piano Analytics (formerly AT Internet) is an analytics platform founded in France that offers a wide range of features to collect, analyse, and visualise data — for websites, mobile apps, and other digital touchpoints.

Among other things, Piano Analytics allows you to track traffic on your website, measure the performance of marketing campaigns, analyse user behaviour, and measure mobile app usage. The platform also offers advanced segmentation and personalisation capabilities.

Piano Analytics mainly targets larger companies. It does not offer a free version, but does offer a one-month trial period. After the trial period, you pay a monthly fee. The platform also offers professional services, such as consulting, training, and support, to help users get the most out of the platform.

Piano Analytics puts privacy and data protection first and promises full transparency on how they collect, process, and use data. Piano Analytics' Analytics Suite is GDPR-compliant and certified by independent auditors around the world. Data is stored within the European Union according to strict security standards and procedures.

Features

Piano Analytics has several features listed below by category.

UX analyses

Piano Analytics' Analytics Suite offers the ability to perform UX analyses thanks to integrations with other tools. For instance, you can use AB Tasty for A/B testing and ClickZone for viewing heatmaps.

Alerts and sharing

The Analytics Suite offers the ability to set alerts, create custom reports, and share reports with others.

Customer Data Platform (CDP)

Partly due to a fair number of import capabilities and segmentation options, Piano Analytics can be considered a Customer Data Platform.

Data handling

GA4 offers the ability to back up your data and use website and app data. Piano Analytics' Analytics Suite also has these features and allows you to disable data sampling and use data close to real-time.

Data export

The Piano Analytics Suite allows users to export their data in various ways. You can export to an API, BI tools (Tableau, Power BI ...), CSV, ETL support, Warehouse, and even export your raw data. The latter is not an option in Google Analytics 4.

Data Import

The Analytics Suite not only allows you to export data, but also to import data.

Data residency

All data is stored and processed within the EU. In addition, you always remain the owner of your data.

Privacy and compliance

In terms of privacy, Piano Analytics' Analytics Suite outperforms GA4. It anonymises data, complies with GDPR and HIPAA rules, and offers a secure member area. Moreover, the data is not shared with third parties, except for certain integrations or if the user explicitly requests it. The platform does not have a built-in consent manager.

Tag management & campaign tagging

The Analytics Suite has its own tag manager and the ability to handle campaign tagging.

Basic reports

In Piano Analytics, you have the following options for basic reports:

- Channels
- Content grouping
- Conversions and events
- Devices
- E-commerce
- Locations
- Pages
- Site search

Advanced reports

For the advanced reports, you have the following options:

- Attribution models
- Behavior / User flow
- Custom fields
- Filters
- Funnels
- Segments

Integrations

In Analytics Suite, you also have the ability to create integrations with other platforms, such as Facebook Ads, Outbrain Ads, and Google Analytics. You don't have the option to create integrations with Google Ads or Google Search Console.

Why choose Piano Analytics?

Piano Analytics offers a large number of different features and many options for report customisation. They mainly focus on larger companies that also need a platform with many different analytics options. In addition, Piano Analytics is EU-based and compliant with GDPR legislation.

Piano Analytics focuses on supporting enterprise customers. As such, they offer unlimited support and their pricing plans are aimed at large data volumes.

Mixpanel

mixpanel

Mixpanel is an analytics platform developed by software company Mixpanel Inc. with seven offices worldwide.

The platform helps companies track user actions from their website and mobile applications. Thanks to their pioneering event-based tracking solution, Mixpanel gives product teams insights into how best to acquire, convert, and retain users.

Mixpanel has three plans: a free plan, a growth plan from €25/month, and a tailor-made enterprise plan. Each plan has more features than the last.

The platform puts privacy first and complies with GDPR and CCPA rules. For instance, they are fully transparent about how they collect and use personal data, but also anonymise or delete data at the user's request. Users also have the choice of whether their data is stored within the US or the EU.

Furthermore, Mixpanel offers a lot of resources to its users. These include a blog, regular webinars, direct contact with certified partners, and a special startup programme.

Features

Mixpanel's analytics tool has several features listed below by category.

UX analyses

In Mixpanel, you have the ability to do A/B testing and view heatmaps and screen recordings to see how users interact with your website or app.

Alerts and sharing

In the analytics tool, you can set alerts, share your reports with other Mixpanel users, and create custom reports.

Customer Data Platform (CDP)

Mixpanel offers a Customer Data Platform thanks to its integration with Twilio Segment, Tealium, or Mparticle.

Data handling

Google Analytics 4 offers the ability to back up your data and use website and app data. Mixpanel's analytics tool has these features as well, and also offers the ability to disable data sampling and refresh data close to real-time.

Data export

Mixpanel, like Google Analytics 4, allows users to export their data in various ways. These options are a bit more limited than GA4's, though. For instance, you can export data via an API, CSV, you can export your raw data, and also export to a data warehouse.

Data Import

In Mixpanel, you have the option to import your data.

Data residency

In terms of data residency, the analytics tool offers the same options as Google Analytics 4. This means your data can be hosted on an international server (in the US) or on a server in the EU. As a user of the platform, you can choose one or the other.

Privacy and compliance

In terms of privacy, Mixpanel outperforms Google Analytics 4. The platform anonymises data and complies with GDPR rules, with the Growth plan also complying with HIPAA rules. Moreover, the platform prevents data sharing with third parties.

Tag management and campaign tagging

Mixpanel's analytics tool does not have its own Tag Manager but does offer the option to use Google Tag Manager. It also allows you to tag your campaigns.

Basic reports

In Mixpanel, you have the following options for basic reports:

- Channels
- Conversions and events
- Devices
- E-commerce
- Locations
- Pages
- Site search

Advanced reports

For the advanced reports, you have the following options:

- Behaviour / User flow
- Custom fields
- Filters
- Funnels
- Segments

Integrations

Mixpanel's analytics tool allows you to integrate with Facebook Ads and Google Ads. You cannot integrate with Google Search Console and Outbrain Ads in the tool.

Why choose Mixpanel?

Mixpanel particularly focuses on measuring user behaviour. Their event-based data model makes it possible to measure both web and app data, providing detailed analysis of different user interactions and user journeys. For this reason, Mixpanel can be an interesting analytics platform for companies that find these analyses important.

In terms of attribution, Mixpanel's options are more limited. By default, only first-touch attribution is used, though last-touch attribution can be set up separately.

Just like GA4, Mixpanel mainly focuses on users rather than sessions. If sessions are an important metric for a business, Mixpanel is not recommended.

Mixpanel offers a free version for up to 20 million events per month. If you want to process more events, a monthly cost will be incurred.



Feature overview per platform

Features	GA4	Piwik PRO	Matomo	Piano Analytics	Mixpanel
UX analyse					
A/B Testing	✓	✓	✓	✓	✓
Heatmaps		✓	✓	✓	✓
Screen recordings			✓		✓
Alerts and sharing					
Alerts	✓	✓	✓	✓	✓
Custom reports	✓	✓	✓	✓	✓
Report sharing	✓	✓	✓	✓	✓
Customer Data Platform		✓		✓	✓
Data handling					
Data backups	✓	✓		✓	✓
Data refresh near real-time		✓	✓	✓	✓
Data sampling disabling		✓	✓	✓	✓
Web & app data	✓	✓	✓	✓	✓

Features	GA4	Piwik PRO	Matomo	Piano Analytics	Mixpanel
Data export					
API	✓	✓	✓	✓	✓
BI tools (Tableau, Power BI)	✓	✓	✓	✓	
CSV	✓	✓	✓	✓	✓
ETL support	✓	✓	✓	✓	
Raw data	✓	✓	✓	✓	✓
Warehouse	✓	✓	✓	✓	✓
Data import	✓	✓	✓	✓	✓
Data residency					
Data ownership		✓	✓	✓	
Hosting: international cloud	✓	✓		✓	✓
Hosting: EU cloud	✓	✓	✓	✓	✓
Hosting: private cloud		✓			
Hosting: on-premises (local)		✓	✓		

Features	GA4	Piwik PRO	Matomo	Piano Analytics	Mixpanel
Privacy and compliance					
Built-in consent manager		✓			
Data anonymization		✓	✓	✓	✓
GDPR compliance		✓	✓	✓	✓
HIPAA compliance		✓		✓	Growth
CNIL compliance			✓		
Prevent third-party data sharing		✓	✓	✓	✓
Secured member area		✓		✓	
Tag Management	✓	✓	✓		GTM
Campaign tagging	✓	✓	✓	✓	✓

Features	GA4	Piwik PRO	Matomo	Piano Analytics	Mixpanel
Basic reports					
Channels	✓	✓	✓	✓	✓
Content grouping	✓	✓		✓	
Conversions / Events	✓	✓	✓	✓	✓
Devices	✓	✓	✓	✓	✓
E-commerce	✓	✓	✓	✓	✓
Locations	✓	✓	✓	✓	✓
Pages	✓	✓	✓	✓	✓
Site search	✓	✓	✓	✓	✓
Site speed	✓	✓			

Features	GA4	Piwik PRO	Matomo	Piano Analytics	Mixpanel
Advanced reports					
Attribution models	✓	✓	✓	✓	
Behaviour / User flow	✓	✓	✓	✓	✓
Custom fields	✓	✓		✓	✓
Filters	✓	✓		✓	✓
Funnels		✓	✓	✓	✓
Segments	✓	✓	✓	✓	✓
Pages	✓	✓	✓	✓	✓
Site search	✓	✓	✓	✓	✓
Site speed	✓	✓			
Integrations					
Facebook Ads				✓	✓
Google Ads	✓	✓	✓		✓
Google Search Console	✓	✓	✓		
Outbrain Ads				✓	

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Experience is everything

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