PIWIK PRO

PIWIK vs. Google Analytics

Different analytics software provides you with different value...

So... should you consider choosing any other vendor than the famed Google Analytics?

The answer is yes.

And here's why.

Wait!

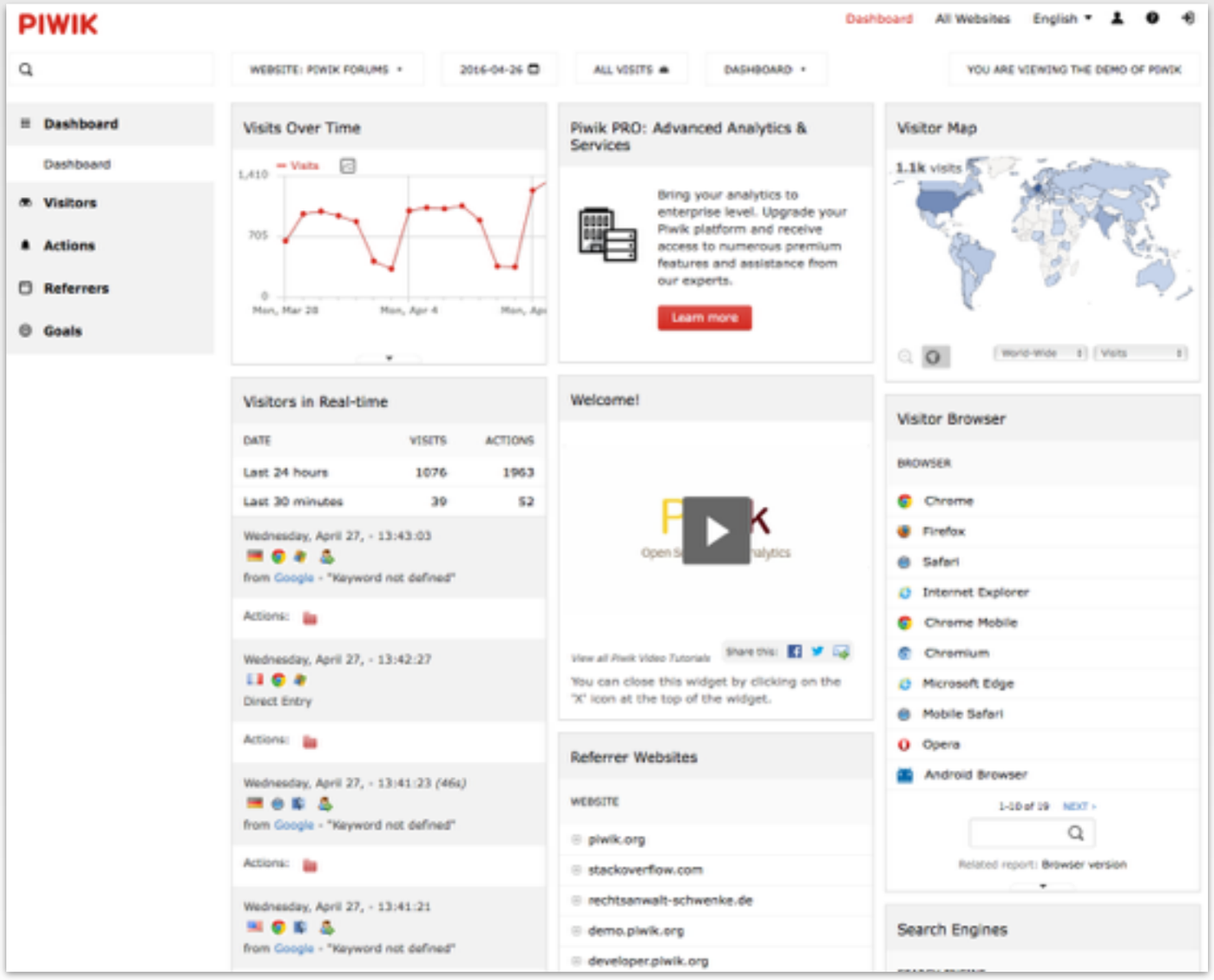
Want to go in-depth and read a high-quality PDF file?

Download!

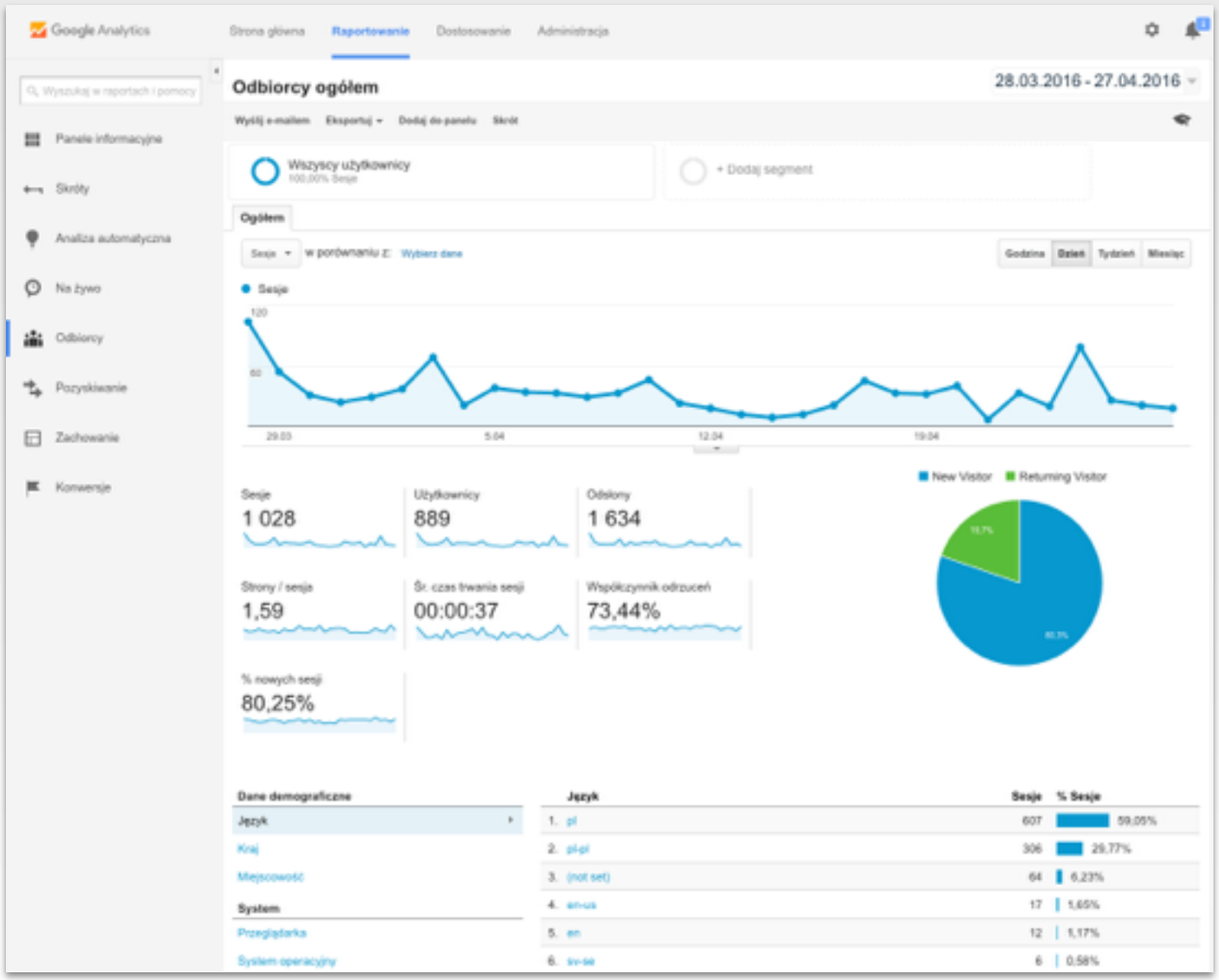
Quick Overview

PIWIK

- **2.1%** of market share
- **Self-hosted**
- **Open-source** project
- Premium services delivered by Piwik PRO



Quick Overview



Google Analytics

- **Over 82%** of market share
- **Cloud hosted**
- Premium services delivered by **Google Analytics 360**

Multi-channel reporting

Both Piwik and Google Analytics allow you to track websites, web apps and mobile apps.

That’s awesome, right?

Privacy & Data Ownership

But they each approach privacy in entirely different way.

Just take a look.

Privacy & Data Ownership

PIWIK

Google Analytics

100% Data Ownership

You remain the sole owner of your information.

Sharing data ownership with Google

Google Analytics may retain and use your data for its own purposes.

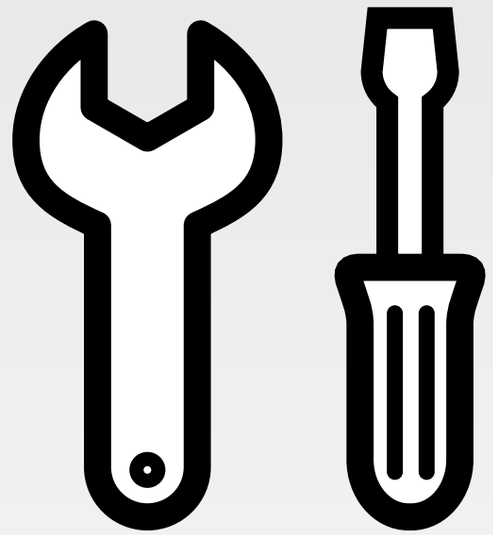
Compliance with EU regulations

Piwik is recommended by privacy organizations such as ULD (Germany), CNIL (France) and the Privacy Commissioner (New Zealand).

Needs adjustments to comply with upcoming privacy regulations in the EU

For everyone who has customers or employees in Europe.

Features & Integrations



This is key.

There is a bunch of reports you expect to come standard with every tool, so we'll skip those ones and move on to unique functionalities distinctive for Piwik and Google Analytics.

Features & Integrations

PIWIK comes with some powerful features like:

User-Centric Reporting/ E-commerce Visitor Log

You can analyze profiles of individual users and get access to session-level and user-level data.

Concurrent Visits

Find out how many visitors you have within a short time span. All data is presented in a speedometer.

Opt-Out and DoNotTrack privacy options

Piwik respects users' privacy preferences and lets you give your visitors the choice to "opt-out" of being tracked.

Features & Integrations

Google Analytics

offers some nice functionalities as well:

Content Experiments

This feature lets you run A/B/N tests of your landing page. You can compare up to 10 versions of a single site.

Custom Reports

Creating custom reports simplifies comparison of various metrics. You can pick the dimensions you need and choose how you want them to be displayed.

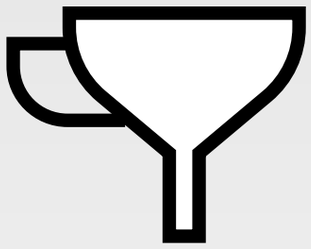
Attribution Modeling

This one helps you determine how credit for your goals is assigned to particular touch points.

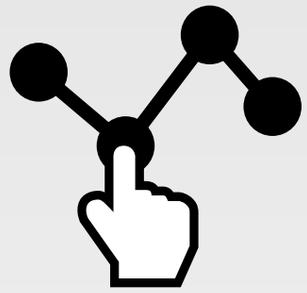
Features & Integrations

What about premium goodies?

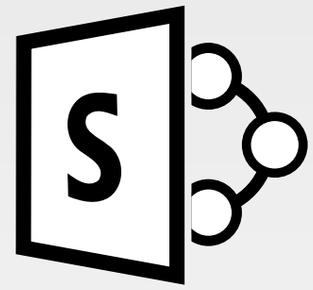
Features & Integrations



Funnel Analytics

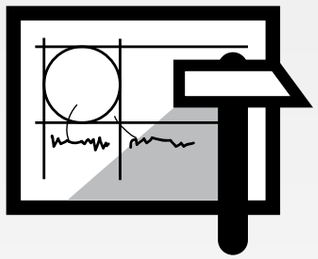


Click Path



SharePoint Analytics

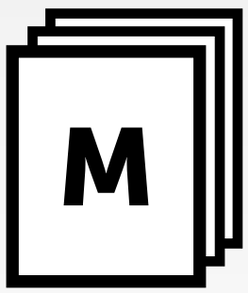
PIWIK PRO



White Label

Confluence Analytics

Dashboard Comparison



Metasites

...to name a few.

Pssst! Here you can find a full list of premium features.

Features & Integrations

Google Analytics 360 (formerly known as GA Premium) does not provide you with any additional reports, but lets you integrate Analytics with Google Suite.

DoubleClick by Google

DoubleClick

Attribution 360
(formerly known as Adometry)

Audience Center 360

Google Analytics 360 Suite

Tag Manager 360

Optimize 360

BigQuery

Data Studio 360

Optimize 360, Audience Center 360 and Data Studio 360 are still in the beta test stage.

Limits

You're not a big fan of those ones, are you?

However, there are some limitations which you need to be aware of. Here we go.

Limits

	PIWIK	Google Analytics
Number of hits per month	**Unlimited***	**10 million**
Number of user accounts per login	**Unlimited**	**10**
Data storage time	**Unlimited**	**25 months**
Number of properties (websites, apps etc.) tracked per account	**Unlimited**	**50**
Number of Goals	**Unlimited**	**20 per reporting view**
Custom Variables	**5**	**5**
Data Export	**Unlimited**	**5000 rows**

*Depending on your infrastructure capacity. With Piwik Cloud the limit is 500 million actions per month.

Ok, so you've already seen a general review of Piwik and Google Analytics.

There are some more things you should know about reporting though.

Data Reporting - Aggregated data and individual tracking

Aggregated data is great as it provides a general overview of your site's performance.

User-level tracking is useful when you try to *really* understand your users' behaviour.

Data Reporting - Aggregated data and individual tracking

PIWIK

Aggregated Data

All summaries and averages within your reach..

User-level reporting

Lets you dive deeper into your customers' minds and track an individual buyer's journey from start to end.

Google Analytics

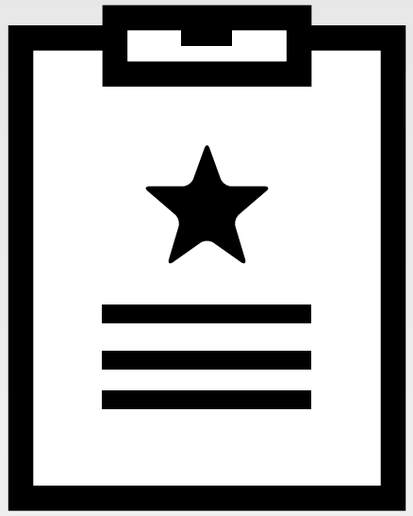
Aggregated data

You get comprehensive data about traffic and demographics.

Individual tracking in beta tests

Similar feature called "User Explorer" was introduced in March 2016. It is not available for most users by now.

Data Reporting - Sampling



Sampling may skew your reports badly.

If you want to make proper, data-driven decisions,
you need full reports based on 100% traffic.

BUT sampling does accelerate report generation.
Keep that in mind.

Data Reporting - Sampling

PIWIK

No sampling

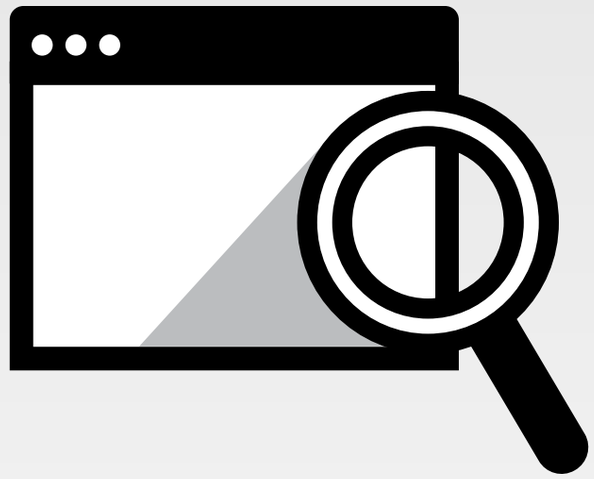
Your reports always remain unsampled with Piwik. You can introduce some limits on your own if your infrastructure can’t handle processing all of the retained data. Alternatively, you can switch to Piwik Cloud and avoid the hassle of maintenance.

Google Analytics

Sampling *may* occur

Sampling shows up when you hit 500k actions per month in freemium version and 25M for GA 360. With the premium version you can export unsampled reports, but you will not get them by default.

Data Reporting - Referral Spam



You're probably **seeing a lot of suspicious-looking URLs** in your logs.

Worse, there is no easy solution for getting rid of all of them.

I know. Annoying as heck.

Data Reporting - Referral Spam

PIWIK

Blacklist of spammers

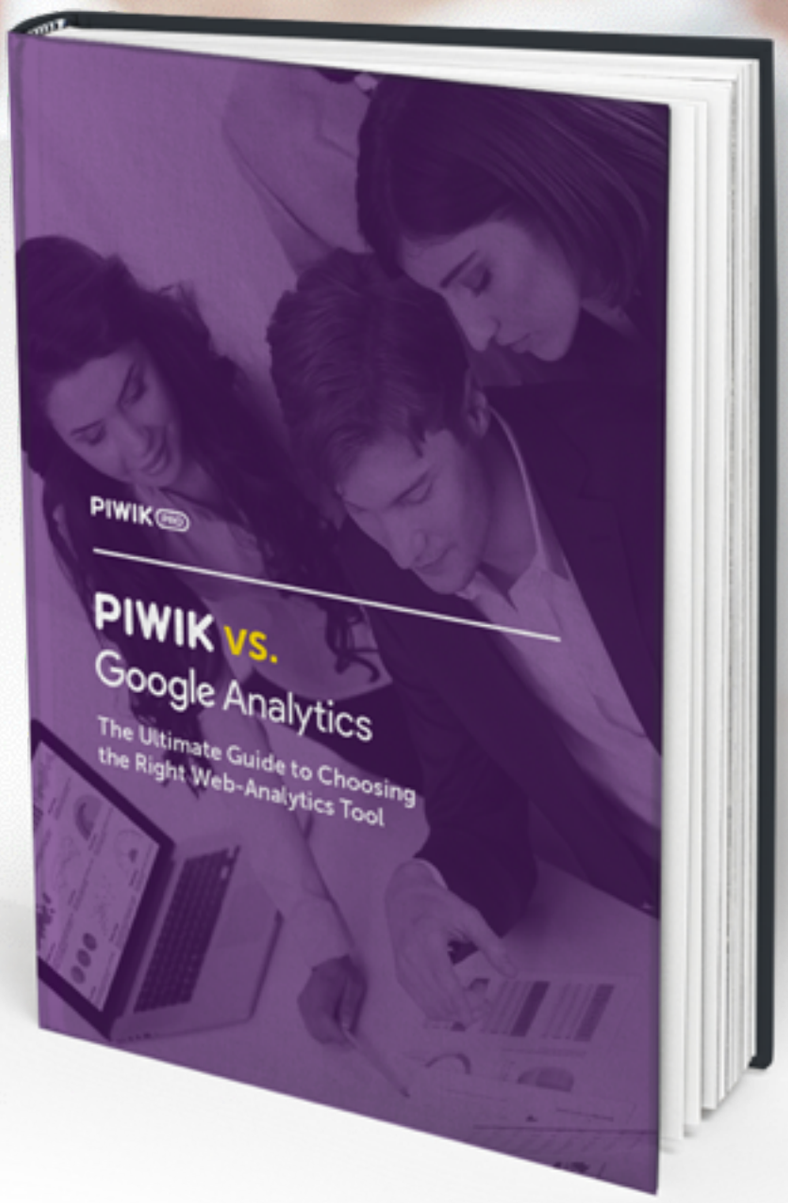
The Piwik core team together with its community are continually reporting new spam sources. They are automatically excluded from your reports. (version 2.16 includes over 300 spammers).

Google Analytics

Missing solution

GA offers a Referral Exclusion List to get rid of the problem, but they aren't implementing a comprehensive solution any time soon. Fortunately there are plenty of user-generated guides to help deal with spammers.

Choosing an analytics tool is a *huge deal*.



To help you out, Piwik PRO Team has prepared an in-depth comparison of **Google Analytics and Piwik.**

Are you interested?

DOWNLOAD
FREE WHITEPAPER

PIWIK PRO
Thank You
@piwikPRO
/PiwikPro
/piwik-pro