PIWIK PRO

Piwik PRO vs. Google Universal Analytics Google Analytics 360 Google Analytics 4 & Google Analytics 4 360

Overview of the vendors

General overview

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Privacy and security compliance	☆☆☆	★☆☆	★☆☆	★☆☆	★★★	★★★
Product capabilities	★★☆	★★★	★★☆	★★★	★★☆	★★⯪
Customer care	☆☆☆	★☆☆	☆☆☆	★☆☆	★★☆	★★★
Price	free (up to 10 million hits per month)	$$$	Free	$$	free (up to 500k actions per month)	$$ Check our pricing

Hosting options

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Cloud	✓	✓	✓	✓	✓ EU hosting	✓ selected data center: Germany, the Netherlands, France, Sweden, the US or Hong Kong
Private cloud	✗	✗	✗	✗	✗	✓ selected data center: one of 60+ Azure regions, Orange Cloud in France or Elastx in Sweden

Analytics - data collection flexibility

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Web and mobile app analytics	✗	✗	✓	✓	✓	✓
Custom dimensions	✓	✓	✓	✓	✓	✓
Limit of properties/ websites	100 properties	100+ properties	100 properties	100 properties +	10	unlimited

Mobile SDKs and app support

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Android - Java	✓ only via Firebase	✓ only via Firebase	✓	✓	✓	✓
Android - Kotlin	✓ only via Firebase	✓ only via Firebase	✓	✓	✓	✓
iOS - Swift	✓ only via Firebase	✓ only via Firebase	✓	✓	✓	✓
iOS - Objective-C	✓ only via Firebase	✓ only via Firebase	✓	✓	✓	✓
Flutter	✓ only via Firebase	✓ only via Firebase	✓	✓	✓	✓
React Native	✓ only via Firebase	✓ only via Firebase	✓	✓	✓	✓
SPA - Single Page Application	✓	✓	✓	✓	✓	✓
PWA - Progressive Web Apps	✓ only via Firebase	✓ only via Firebase	✓	✓	✓	✓
AMP - Accelerated Mobile Pages	✓	✓	✓	✓	✓	✓

Data processing & connectivity

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Data freshness	24 - 48 hours (* For reports based on 200K sessions)	4 hours guaranteed under an SLA	4-8 hours	About 1 hour	~30 min	30 min
Data sampling	automatic sampling for more than 500k sessions per month	automatic sampling for more than 100M sessions per month	sampling occurs only in advanced reporting when the data exceeds 10 million in counts	sampling occurs only in advanced reporting when the data exceeds 1 billion in counts	none by default. can be enabled for high-traffic properties to improve reports load time	none by default. can be enabled for high-traffic properties to improve reports load time
Access to raw data	✗	via BigQuery	via BigQuery	via BigQuery	API, Tableau connector	API, BigQuery, CSV export, Tableau connector
Access to historical raw data	✗	✓	✓	✓	✓	✓ 25 months or more (depending on your configuration or contract)
Data retention	customizable	customizable	only either 2 months or 14 months	customizable	14 months	25 months or more (depending on your configuration or contract)
BigQuery raw data export	✗	✓	✓	✓	✗	✓
Reporting API	✓	✓	✓	✓	✓	✓
Integrations with popular BI and data visualization software (e.g. Tableau, Power BI, Looker Studio)	✓ (limited to aggregated data)	✓	✓	✓	✓	✓

Reporting features

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Standard reporting	✓ rich set of standard reports	✓ rich set of standard reports	✓	✓	✓ rich set of standard reports	✓ rich set of standard reports
Regular expressions in filters, segments & groupings	✓	✓	✓	✓	✓	✓
Live traffic/live map	✓	✓	✓	✓	✗	✗
Consent reports	✗	✗	✗	✗	✓	✓
Heatmap/clickmap/scrollmap report	✗	✗	✗	✗	✓	✓
Retention reports (cohorts)	✓	✓	✓	✓	✗	✗
Annotations	✓	✓	✗	✗	✓	✓
Views feature	✓	✓	✗	✗	✓	✓
Conversion rate	✓	✓	✗	✗	✓	✓
Bounce rate metric	✓	✓	✗ ⓘ	✗ ⓘ	✓	✓
Average session duration	✓	✓	✓	✓	✓	✓
Custom channel grouping	✓	✓	✓	✓	✓	✓
Calculated metrics	✓	✓	✗	✗	✓	✓
Cross-property roll-up reporting (metasites)	✗	✓	✗	✓	✓	✓

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Ability to process personal data and PII (including sensitive data)	only encrypted PII allowed (min. SHA256)	only encrypted PII allowed (min. SHA256)	only encrypted PII allowed (min. SHA256)	only encrypted PII allowed (min. SHA256)	non-encrypted and encrypted PII allowed	non-encrypted and encrypted PII allowed
Legally compliant tracking of secure member areas	✕	✕	✕	✕	✓	✓
Funnel reporting	basic	advanced	advanced	advanced	advanced	advanced
User flow reporting	✓	✓	✓	✓	✓	✓
Detailed session log	✓	✓	✕	✕	✓	✓
User-level reporting	✓ Without PII	✓ Without PII	✓	✓	✓	✓
Reporting identity	✕	✕	✓	✓	✕	✕
Technology reporting (devices, OS, browsers)	✓	✓	✓	✓	✓	✓
Source/Medium report	✓	✓	✓	✓	✓	✓
Landing page report	✓	✓	✓	✓	✓	✓
Campaigns report	✓	✓	✓	✓	✓	✓
Site speed reports	✓	✓	✕	✕	✓	✓
Location report	✓	✓	✓	✓	✓	✓
Site search report	✓	✓	✓	✓	✓	✓
Detailed acquisition channel reporting	✓	✓	✓	✓	✓	✓
Goal conversion reports	✓	✓	✓	✓	✓	✓

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Ecommerce tracking	✓	✓	✓ limited	✓ limited	✓ limited	✓ limited
Content tracking	✓	✓	✓	✓	✓	✓
Download report	✗	✗	✓	✓	✓	✓
Outlink report	✗	✗	✗	✗	✓	✓
Network domain and service provider dimensions	✗	✗	✗	✗	✓	✓
Custom reports	✓	✓	✓	✓	✓	✓
Detailed real-time reporting	✓	✓	✓	✓	✗	✗
Custom dashboards	✓	✓	✗	✗	✓	✓
Pie chart widget	✓	✓	✗	✗	✓	✓
Bar chart widget	✓	✓	✗	✗	✓	✓
Timeline widget	✓	✓	✗	✗	✓	✓
Table widget	✓	✓	✗	✗	✓	✓
Counter widget	✓	✓	✗	✗	✓	✓
Advanced segmentation & data filtering	✓	✓	✓	✓	✓	✓
Content grouping	✓	✓	✓	✓	✓	✓
Reports scheduling and distribution	✓	✓	✓	✓	✓ up to 10 reports	✓

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Report alerts based on changes in metric values	✓	✓	✓	✓	✓ up to 10 alerts	✓
Sharing reports and dashboards with your team	✓	✓	✓	✓	✓ via report visibility settings	✓ via report visibility settings

Multi-channel attribution

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Predefined attribution models	✓	✓	✓	✓	✓	✓
Custom attribution model	✓	✓	✗	✓	✓	✓
Model comparison tool	✓	✓	✓	✓	✓	✓
Conversion paths	✓	✓	✓	✓	✓	✓
Path lenght	✓	✓	✓	✓	✓	✓
Data-driven attribution	✗	✓	✓	✓	✗	✗

Product integrations

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
BigQuery	✗	✓	✓	✓	✗	✓
Google Signals	✗	✗	✓	✓	✗	✗

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Customer data platform	✗	✓ (through integration with Salesforce Marketing Cloud)	✗	✓ (through integration with Salesforce Marketing Cloud)	✗	✓ (native integration Piwik PRO Customer Data Platform)
Dedicated solution for SharePoint analytics	✗	✗	✗	✗	✗	✓
Google Search Console	✓	✓	✓	✓	✓	✓
Google Ads	✓	✓	✓	✓	✓	✓
Looker Studio	✓	✓	✓ ⓘ	✓	✓	✓
Google Sheets	✓	✓	✗	✗	✓	✓
A/B testing	✓ via Google Optimize	✓ via Google Optimize	✓ via Google Optimize	✓ via Google Optimize	✓ tag templates from external tools (optimizely, VWO, AB Tasty)	✓ tag templates from external tools (optimizely, VWO, AB Tasty)

Analytics – data anonymisation

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Advanced data anonymization	✗ ⓘ	✗ ⓘ	✓	✓	✓	✓
Zero-identity tracking	✗	✗	✗ ⓘ	✗ ⓘ	✓	✓
Out of the box anonymous and deanonymized data streams	✗	✗	✗	✗	✓	✓
IP Anonymization	✗ Google's IP anonymization doesn't protect data	✗ Google's IP anonymization doesn't protect data	✗ Google's IP anonymization doesn't protect data	✗ Google's IP anonymization doesn't protect data	✓	✓
Session pseudonymization (anonymous data tracking)	✓	✓	✓	✓	✓	✓

Data control & privacy

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
100% data control	✗	✓	✗	✓	✓	✓
Data shared with third parties	your data is shared with Google Ads clients and other Google products	your data is shared with Google Ads clients and other Google products	Google gives its users an option to share GA4 data with other Google products like Google Signals and Google Ads	Google gives its users an option to share GA4 data with other Google products like Google Signals and Google Ads	✗	✗
Local data residency	✗	✗	✗	✗	✗ EU servers	✓ ⓘ
Conversion tracking without consent	✗	✗	✓ only conversion modelling	✓ only conversion modelling	✓ real traffic	✓ real traffic
GDPR compliance	✗	✗	✗	✗	✓	✓
HIPPA compliance	✗	✗	✗	✗	✗	✓
PECR compliance	✗	✗	✗	✗	✓	✓
TTDSG compliance	✗	✗	✗	✗	✓	✓
LGPD compliance	✗	✗	✗	✗	✓	✓
CCPA compliance	✗	✗	✗	✗	✓	✓
Data backups and redundancy	✓	✓	✓	✓	✓	✓
Integrated consent manager (with data subject requests management)	✗	✗	✗	✗	✓	✓
Suitable for industries handling sensitive data: banking, governments, telecoms and healthcare	✗	✗	✗	✗	✓	✓

Tag Manager

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Asynchronous tag support	✓	✓	✓	✓	✓	✓
Synchronous tag support	✗	✗	✗	✗	✓	✓
Tag template library	✓	✓	✓	✓	✓	✓
Analytics tag templates	✓	✓	✓	✓	✓	✓
Custom tags	✓	✓	✓	✓	✓	✓
Custom pop-ups	✗	✗	✗	✗	✓	✓
Content personalization (banners, ads & HTML elements)	✗	✗	✗	✗	✓	✓
Library of triggers & conditions	✓	✓	✓	✓	✓	✓
Lookup tables	✓	✓	✓	✓	✗ coming soon	✗ coming soon
Trigger groups	✓	✓	✓	✓	✗ coming soon	✗ coming soon
Tag manager variables	✓	✓	✓	✓	✓	✓
Test & debug mode	✓	✓	✓	✓	✓	✓
Tag configuration import/export	✓	✓	✓	✓	✓	✓
Workspaces for concurrent tagging projects	✗	✓	✓	✓	✗	✗
Changelog	✓	✓	✓	✓	✓	✓

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Privacy features (opt-out & opt-in)	✗	✗	✗	✗	✓	✓
Zero cookie load	✗	✗	✗	✗	✓	✓
Adjusting fired tags to visitor's privacy preferences	✗	✗	✗	✗	✓	✓

Customer care & SLA

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Self-service help center	✓	✓	✓	✓	✓	✓
Community forum	✓	✓	✓	✓	✓	✓
Live chat support	✗	✓	✗	✓	✗	✓
Email support	✗	✓	✗	✓	✗	✓
Dedicated support specialist	✗	✓	✗	✓	✗	✓
Dedicated account manager	✗	✓	✗	✓	✗	✓
Personalized implementation onboarding	✗	✗	✗	✗	✗	✓
Personalized product training	✗	✗	✗	✗	✗	✓
Analytics consulting	✗	✗	✗	✗	✗	✓
Custom integrations & development	✗	✗	✗	✗	✗	✓
SLA 99% uptime	✗	✓	✗	✓	✗	✓

Data security

	Google Universal Analytics	Google Analytics 360	Google Analytics 4	Google Analytics 4 360	Piwik PRO Core	Piwik PRO Enterprise
Full server redundancy	✓	✓	✓	✓	✓	✓
ISO 27001 certified data centers	✓	✓	✓	✓	✓	✓
SOC 2 certified data centers	✓	✓	✓	✓	✓	✓
ISO 27001 product	✓	✓	✓	✓	✓	✓
SOC 2 Type II product	✗	✗	✗	✗	✓	✓
External security audits	✓	✓	✓	✓	✓	✓
SAML integration	only with GSuite Enterprise	only with GSuite Enterprise	only with GSuite Enterprise	only with GSuite Enterprise	✓	✓
User access management	✓	✓	✓	✓	✓	✓
Number of user accounts	100	no limits	100	no limits	no limits	no limits

This comparison is based on the publicly available information gathered in March 2023.

Use the free Core plan or get a custom demo of an Enterprise plan setup. 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.

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