

PIWIK PRO

**The comparison
of web and app
analytics platforms
with real-time
reporting features**



Overview of the vendors

Choosing the best analytics platform with real-time reporting features for your website or app can be challenging task. We created a detailed comparison of web and app analytics products offering real-time capabilities for organizations and marketing teams looking for the platform that best matches their business needs. We hope you'll find this table helpful in making the right choice. Review the main features of eight popular web and app analytics platforms, including Piwik PRO Enterprise, Google Analytics 4, Matomo Cloud, Adobe Analytics, Parse.ly, Mixpanel Enterprise, Amplitude Enterprise, and Piano.

General overview

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Privacy and security compliance	★★★	☆☆☆	★★★	★★☆	★★☆	★★☆	★★☆	★★★
Product capabilities	★★★	★★☆	★★☆	★★★	★★☆	★★☆	★★☆	★★☆
Ease of use	★★★	☆☆☆	★★★	☆☆☆	★★☆	☆☆☆	★★☆	★★☆
Customer care	★★★	☆☆☆	★★★	★★☆	★★★★	☆☆☆	★★★	★★★
Price	\$\$ Check our pricing	Free	\$\$	\$\$\$	\$\$	\$\$\$	\$\$\$	\$\$

Data collection flexibility

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Standard JavaScript tags and mobile SDKs	✓	✓	✓	✓	✓	✓	✓	✓
Data retention	25 months or more (depends on your configuration and contract)	2 or 14 months	6-24 months	25 months	13 months or unlimited (depends on the contract)	event data is stored for 60 months, user data is stored indefinitely	unlimited ⓘ	Adjustable under the personal data processing agreement (DPA)
Cloud hosting	✓ ⓘ	✓	✓	✓	✓	✓	✓	✓
Private cloud	✓ ⓘ	✗	✓	✗	✓	✗	✗	✓
Custom variables	✓	✓	✗	✓	✓	✓ As custom properties	✓	✓
Unlimited number of properties tracked by account	✓	✗	✗	✗	✗	✓	✓	✗

Real-time reporting features

Overview

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Real-time data	✓	✓	✓ ⓘ	✓	✓	✓	✓	✓
Data freshness	Data is refreshed every 10 seconds	Events appear in real time reports seconds after they have been sent to the Google Analytics	15 minutes – 1 hour	Last 15 minutes: 1-minute granularity Last 30 minutes: 1-minute granularity Last 1 hour: 2-minute granularity Last 2 hours: 4-minute granularity	Data is refreshed every 5 seconds	Data is refreshed within seconds	Data is refreshed within seconds	2 minutes or 250k events (whichever comes first)
Real-time data API	✓ ⓘ	✓	✓	✓	✓	✗	✗	✗
Customization	★★★★	★★★	★★★	★★★	★★★★	★★★★	★★★★	★★★★

Customization options

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Custom real-time dashboards	✓ ⓘ	✗ ⓘ	✓ ⓘ	✓ ⓘ	✓ ⓘ	✓ ⓘ	✓ ⓘ	✓ ⓘ
Lookback window	5, 10, 30, 60 minutes (in UI and via API)	30 minutes (60 min via API)	15 minutes, 1h	15, 30, 60, 120 min (in UI) 20h via API	24h	15 minutes, 3h or 24h	1 second, 10 seconds, 1 min, 10 min, 1h	5, 10, 30, 60 minutes
Optimised view for big screens (ex. TV)	✓	✗	✗	✗	✓	✓ ⓘ	✓ ⓘ	✗
Real-time data segmentation	✓ ⓘ	✓ ⓘ	✓ ⓘ	✗	✓	✓	✓	✗
Drag-and-rearrange widgets option	✓	✗	✗	✗	✗	✗	✗	✗

Out-of-the box data

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Page views	✓	✓	✓	✓	✓	✓	✓	✓
Active visitors	✓	✓	✓ ⓘ	✗	✗	✗	✓	✓
Users by first user source, medium, source platform, or campaign	✓	✓	✓	✓	✓	✓	✓	✓
Keywords	✓	✓	✗	✗	✗	✗	✗	✗
Page URLs	✓	✓	✗	✗	✗	✓	✓	✓
Unique Visitors	✓	✓	✓ ⓘ	✗	✗	✗	✗	✗
App data	✓	✓	✗	✓ (near real-time data)	✗	✓	✓	✓

Custom Data

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Custom events	✓	✗	✗	✓	✗	✓	✓	✓
Custom dimensions	✓ ⓘ	✗	✗	✓	✗	✓	✓	✓
Goal conversions	✓ ⓘ	✓	✓	✗	✓	✓	✓	✗
Ecommerce data	✓	✓	✗	✓	✗	✓	✓	✓

Reporting features

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Standard reporting for web and mobile apps	✓	✓	✓	✓	✓	✓	✓	✓
Custom reports	✓	✓	✓	✓	✓	✗	✗	✓
Customizable dashboards	✓	✓	✓	✓	✓	✓	✓	✓

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
User-level reporting	✓	✓	✓	✓	✓	✓	✓	✓
Multi-channel attribution reports	✓	✗ ⓘ	✓	✓	✓	✗ ⓘ	✓	✗ ⓘ
Funnel analytics	✓	✓	✓	✓	✓	✓	✓	✓
User flow report	✓	✓	✓	✓	✓	✓	✓	✓
Detailed session log	✓	✓	✓	✓	✗	✗	✓	✗
Clickpaths and journey mapping	✓	✓	✓	✓	✗	✓	✓	✓
Ecommerce tracking	✓ ⓘ	✓	✓	✓	✗	✓	✓	✓
Content tracking	✓	✓	✓	✓	✓	✗	✗	✓
Custom channel grouping	✓	✓	✗	✓ Limited customization	✗	✗	✓	✓
Calculated metrics	✓	✓	✗	✓	✗	✓	✓	✓

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Report scheduling and distribution	✓	✓	✓	✓	✓	✓	✓	✓
Automatic insights	✗	✓	✗	✓	✗	✓	✓	✗
Sharing reports and dashboards with your team	✓	✓	✓	✓	✓	✓	✓	✓

Data processing and connectivity

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Unsampled data	✓ ⓘ	✓ ⓘ	✓ ⓘ	✓	✓	✓	✓	✓
Raw data access	✓	✓ Via BigQuery	✓	✓	✓	✓	✓	✓
Reporting API	✓	✓	✓	✓	✓	✓	✓	✓

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Connectors to common BI and data visualization software	✓	✓	✗ Only Google Data Studio	✓	✓	✗	✓	✓
Integrated customer data platform (CDP)	✓	✗	✗	✓	✗	✗	✗	✓
Integrated tag manager	✓	✓	✓	✓	✗	✗	✗	✗

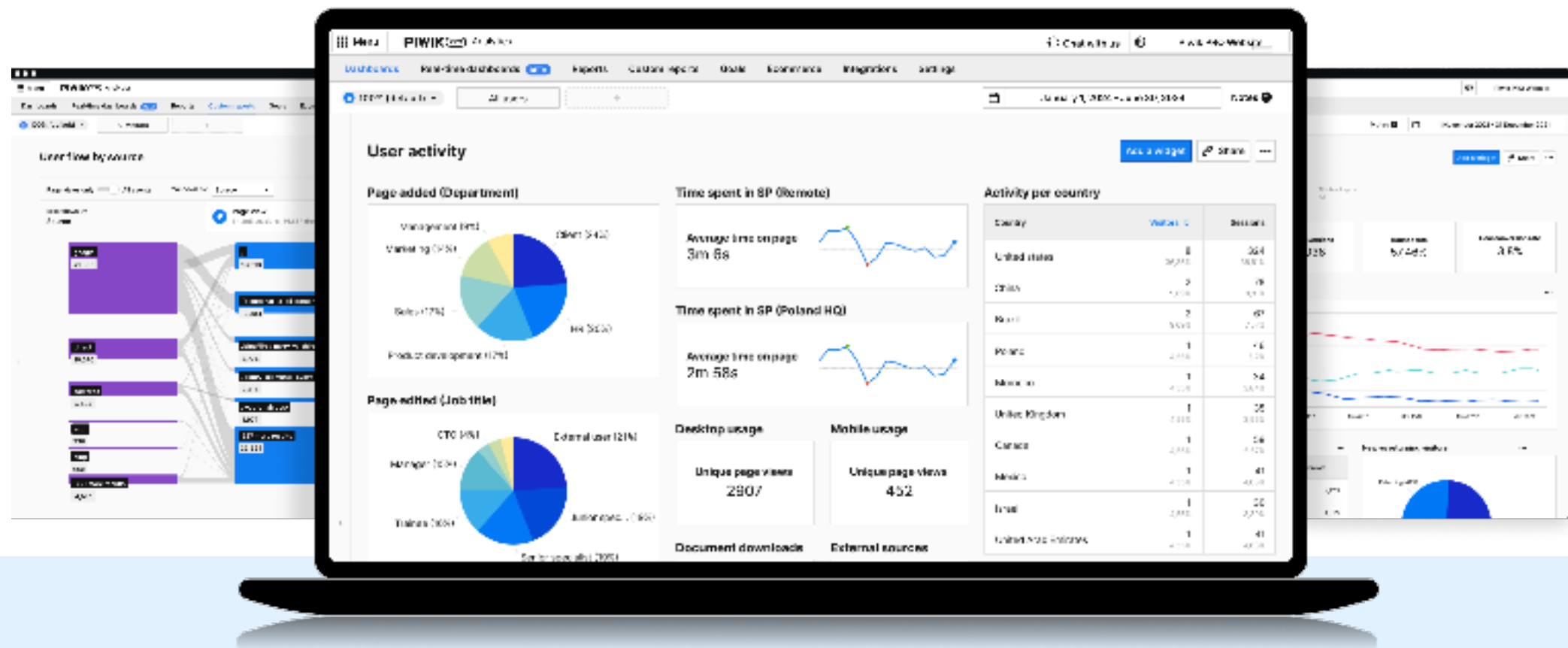
Data privacy and security

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
100% data control	✓	✗	✓	✗	✗	✗	✗	✓
GDPR-compliant	✓	✗	✓	✓	✓	✓	✓	✓
HIPAA-attested	✓	✗	✗	✗	✗	✗	✗	✗

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Data backups and redundancy	✓	✓	✓	✓	✓	✓	✓	✓
Suitable for industries handling sensitive data: banking, governments, telecoms and healthcare	✓	✗	✗	✗	✗ ⓘ	✗	✗	✓
Advanced data anonymization	✓	✓	✗ Limited anonymization options	✓	✗	✓	✓	✓
IP anonymization	✓	✗	✓	✓	✓	✓	✗ Possibility to not track IP address	✓
ISO 27001 certified organization	✓	✓	✗	✓	✗	✓	✓	✓
SOC 2 certified organization	✓ ⓘ	✓	✗	✗	✗	✓	✓	✗
Integrated consent manager	✓	✗	✗	✗	✓	✗	✗	✗

Support and customer care

	Piwik PRO Enterprise	GA4	Matomo Cloud	Adobe Analytics	Parse.ly	Mixpanel Enterprise	Amplitude Enterprise	Piano
Self-service help center	✓	✓	✓	✓	✓	✓	✓	✓
Community forum	✓	✓	✓	✓	✗	✓	✓	✗
Email support	✓	✗	✓	✓	✓	✓	✓	✓
Personalized implementation and onboarding	✓	✗	✗	✗	✓	✓	✓	✓
Dedicated support specialist	✓	✗	✗	✗	✓	✓	✓	✓



Schedule a custom demo of the Enterprise plan and see the benefits of using Piwik PRO

Get a custom demo

About Piwik PRO

Piwik PRO makes powerful, privacy-compliant analytics software and offers high-touch support for you to get the most out of your data. Piwik PRO Analytics Suite provides flexible data collection and reports, 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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