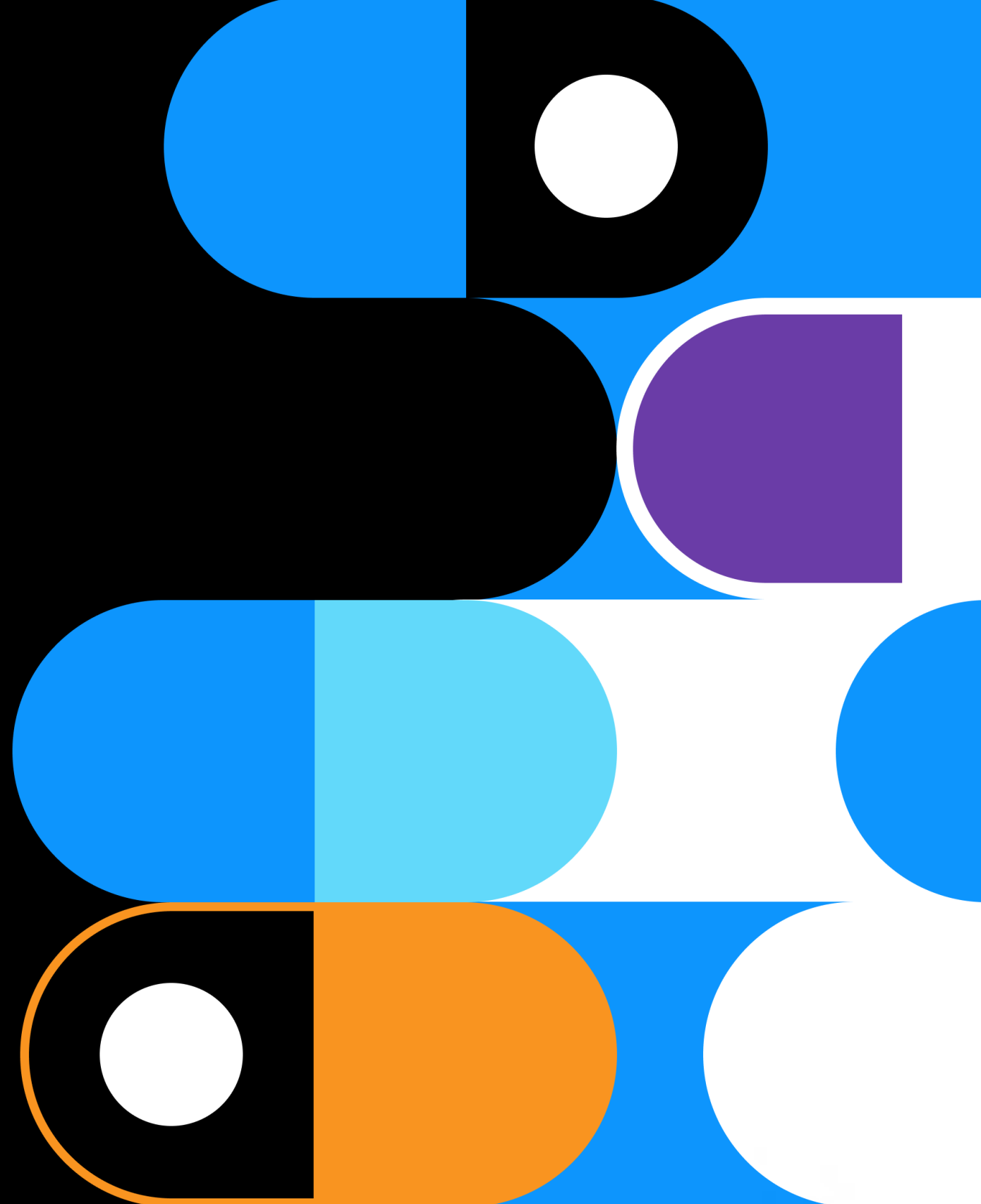




The comparison of 9 platforms supporting HIPAA-compliant analytics



The comparison of 9 platforms supporting HIPAA-compliant analytics

Selecting the right analytics platform is especially complex for HIPAA-covered organizations. We built this comparison for healthcare teams that need to handle protected health information (PHI) safely without giving up the insights they rely on.

The nine platforms here solve different problems, so we've grouped them into three categories:

Web and digital analytics (Piwik PRO, Matomo, Piano Analytics, Adobe Customer Journey Analytics) report on how people use your websites and apps.

Product analytics (Mixpanel, Amplitude, Heap) were built to analyze in-product behavior, and are geared more toward that than toward web reporting.

Data governance and routing (Freshpaint, Tealium) control what data reaches the tools you already use. They don't report on it themselves, so they need an analytics platform alongside them.

That grouping matters when you read the tables. A blank in a reporting row usually reflects what a platform is built for rather than a gap in it, and a platform in the third group means a second licence to budget for.

Signing a business associate agreement (BAA) is the starting point, but it isn't the whole decision. It's worth checking which plan the BAA is available on, since most vendors here restrict it to paid or enterprise tiers, including us.

General overview

Features supporting HIPAA compliance

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint	Tealium
Contractual cover	BAA available, with room to accommodate specific needs	No BAA from Matomo; HIPAA compliance is possible with properly managed self-hosting.	Ability to sign a BAA	Ability to sign a BAA	Ability to sign a BAA	Ability to sign a BAA	To be confirmed with vendor	Ability to sign a BAA	Signs a BAA with Private Cloud customers
How PHI is handled	Collect and analyze PHI directly in the platform under a BAA, with controlled access	Self-hosting required to support HIPAA compliance	Collect and analyze PHI under a BAA, with controlled access	Analyze PHI under a BAA with the required HIPAA-ready license	Collect and analyze PHI under a BAA	Collect and analyze PHI under an Enterprise BAA, with controlled access	BAA availability not confirmed so PHI may not be handled legally	Collect data under a BAA, with masking and filtering before sharing with connected tools	Collect and manage PHI under a BAA, with some controls over sharing with connected tools

Entries reflect what each vendor states publicly. A blank doesn't mean a platform lacks that capability, only that we couldn't confirm it from their own documentation. Information gathered September 2026.

General overview

Features supporting HIPAA compliance

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint	Tealium
Encryption	Encrypted in transit and at rest	Encryption in transit and at rest requires configuration in your self-hosted setup	Data encrypted by default; transit and storage specifications require confirmation	Encrypted in transit and at rest	Encrypted in transit and at rest	Encrypted in transit and at rest	Encrypted in transit and at rest	Encrypted in transit and at rest	Encrypted in transit and at rest
User authentication	Two-factor authentication (2FA) SAML single sign-on	2FA available; SAML SSO through a paid plugin for self-hosting	2FA and SAML SSO available	2FA and SAML SSO available; SSO users' 2FA managed through their identity provider	2FA available; SAML SSO on Growth and Enterprise plans	SAML SSO on Growth and Enterprise plans; 2FA can be enforced through the identity provider	2FA and SAML SSO available	SSO setup documentation requires login; 2FA and SAML support not verified publicly	2FA and SAML SSO available; SSO users' 2FA managed through their identity provider
Audit logs and monitoring	Comprehensive audit logs	User activity logs available through the paid Activity Log plugin for self-hosting	Platform-user audit logs not verified in public documentation	Audit logs recording who performed supported actions and when	Audit logs available on Enterprise plans	Audit logs for logins, access and configuration changes, with export options	Audit logs for key account activities	Configuration audit trails documented; platform-user activity coverage requires confirmation	User-attribute change history and user-provisioning audit logs

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General overview

Features supporting HIPAA compliance

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint	Tealium
Independent audits and certifications	HIPAA safeguards verified by an independent auditor as part of the SOC-2 Type II audit	Not applicable	ISO 27001 certification; published HIPAA/HITECH Type I attestation dated 2023	ISO 27001 certification and SOC 2 Type II reporting under Adobe’s compliance program	ISO 27001 and ISO 27701 certifications; SOC 2 Type II audit	ISO 27001 and ISO 27018 certifications; SOC 2 Type II audit	ISO 27001, 27017, 27018 and 27701 certifications; SOC 2 report available	SOC 2 and penetration-test reports listed	ISO 27001, 27018, 27701 and 42001 certifications; SOC 2 Type II audit
Options for server-side tagging available	First-party collector and server-side tagging integrations	Not confirmed	Not confirmed	Not confirmed	Not confirmed	Not confirmed	Not confirmed	Server-to-server data forwarding in HIPAA Mode	First-party collector and server-side tagging integrations
Data retention	From 25 months depending on contract	Varies by configuration and data type (report data or raw data)	From 25 months depending on contract	Configurable, from 1 month with no upper limit confirmed	From 24 months	Per configuration on the organization level and project level	12 to 36 months	12 months	Automated data retention and deletion

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General overview

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint	Tealium
Privacy and security compliance	★★★★	★★☆☆	★★★★	★★★★	★★★☆☆	★★★★☆	★★★★☆	★★★★☆	★★★★
Product capabilities	★★★★	★★☆☆	★★★★	★★★★	★★★☆☆	★★★★☆	★★★★☆	★★☆☆	★★★★
Price	\$\$	\$	\$\$	\$\$\$	\$\$\$	\$\$\$	\$	\$\$\$ Plus an analytics licence	\$\$\$

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Security and compliance

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint	Tealium
100% data control	✓	✓	✓	✓	✗	✗	✗	✓	✓
BAA availability	✓	✗	✓	✓	✓	✓	✗	✓	✓
Data encryption in transit and at rest	✓	✓	✗	✓	✓	✓	✗	✓	✗
Access controls	✓	✓	✓	✓	✓	✓	✓	✓	✓
Audit logs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Options for server-side tagging available	✓	✗ No need if self-hosted	To be confirmed with vendor	To be confirmed with vendor	To be confirmed with vendor	To be confirmed with vendor	To be confirmed with vendor	✓	✓
HIPAA compliance assessment extending the SOC-2 Type II audit	✓	✗	✗	✗	✗	✗	✗	✗	✗

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Security and compliance

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint	Tealium
Cloud hosting	✓ US data center available	✗	✓	✓	✓	✓	✓	✓	✓
Private cloud hosting	✓	Not applicable	✓	✗	✓	✗	✗	Not applicable	✓
Data anonymization methods	✓	Partially	✓	✓	✓	✓	✓	✓	✓
IP anonymization	✓ Advanced IP masking	✓	✓	✓	✓	Possibility to not track IP address	Possibility to not track IP address	✓	✓
Linking personal & anonymous visitor data in a session based on consent	✓	✓	✓	✓	✓	✓	✓	✓	✓

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Security and compliance

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint	Tealium
Data backups and redundancy	✓	✓	✓	✓	✓	✓	✗	✓	✓
ISO 27001 certified organization	✓	To be confirmed with vendor	✓	To be confirmed with vendor	✓	✓	To be confirmed with vendor	To be confirmed with vendor	To be confirmed with vendor
SOC 2 certified organization	✓	✗	To be confirmed with vendor	✓	✓	✓	To be confirmed with vendor	✓	✓
GDPR compliance	✓	✓	✓	✓	✓	✓	✓	✓	✓
CCPA & CPRA compliance	✓	✓		✓	✓	✓	✓	✓	✓
PIPEDA compliance	✓	To be confirmed with vendor	To be confirmed with vendor	✓	To be confirmed with vendor	To be confirmed with vendor	To be confirmed with vendor	To be confirmed with vendor	✓

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Data collection flexibility

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint	Tealium
Data freshness	Real time reporting: 10 seconds Reports: 2h	15 minutes - 1 hour	Data freshness: ~2 minutes; rule updates: up to 20 minutes.	Real time reporting: under 7min Reporting: under 90 minutes	A few seconds	To be confirmed with vendor	A few seconds	To be confirmed with vendor	To be confirmed with vendor
Data retention	From 25 months depending on contract	Depending on the configuration and can differ between report data and raw data.	Standard 25 months, extendable	Configurable, from 1 month with no upper limit confirmed	From 24 months by default	Per configuration on the organization level and project level	12 to 36 months	12 months	13 months of publishing history
Custom dimensions	✓	✓	✓	✓	✓	✓	✓	✗ Available in GA if connected	✓
What limits your usage	Action volume limit agreed in contract	Your own server's CPU and cost of handling it	Events, agreed in contract	Daily average rows ingested and stored	MTUs or Events	MTUs or Events	Monthly sessions or event volumes	Event volume	Event volume limits and configuration caps
Custom domain	✓	✓	✓	✓	✓	✓	✓	To be confirmed with vendor	✓

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Data processing and connectivity

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint	Tealium
Unsampled data	✓	✓	✓	✓	✓	✓	Raw data unsampled, reports may sample	Depends on your analytics tool, GA samples in reports	Raw data unsampled, visitor profiles may sample
Raw data access	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reporting API	✓	✓	✓	✓	✓	✓	✗	Via your analytics tool	✗
Integrated customer data platform (CDP)	✓ Lightweight Data Activation	✗	✗	✓ Not covered by BAA	✗	✓	✗	✗	✓
Integrated tag manager covered by BAA	✓	✗	✗	✗	✗	✗	✗	✗	✗
Google Tag Manager (client side and server side) integration	✓	✓	✓	✓	✓	✓	✓	Not directly	✓

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Reporting features

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint*	Tealium*
Built-in reporting and visualization	✓	✓	✓	✓	✓	✓	✓	✗ Requires a separate analytics tool	✗ Via AudienceS tream and integrations
Standard reporting for web and mobile apps	✓	✓	✓	✓	✓ But geared more toward product analytics	✓ But geared more toward product analytics	✓ But geared more toward product analytics	In your analytics tool	✗ Primarily CDP platform
Custom reports	✓	✓	✓	✓	✗	✗	✓	In your analytics tool	Via integrations
Customizable dashboards	✓ including real-time dashboard	✓	✓	✓	✓	✓	✓	In your analytics tool	✓
User-level reporting	✓	✓	✓	✓	✓	✓	✓	✓	✓

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Reporting features

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint*	Tealium*
Multi-channel attribution reports	✓	✓	✓	✓	✓	✓	✓	✓	✗
Advanced product analytics	Basic	Basic	Basic	✗ Via Adobe Experience Platform (not covered by BAA)	✓	✓	✓	✗ Requires a product analytics tool	✗ Limited, relies on integrations
Funnel analytics	✓	✓	✓	✓	✓	✓	✓	✓	✗ Via integrations and custom setup
User flow report	✓	✓	✓	✓	✓	✓	✓	✓	✗ Via integrations (may require separate BAA)

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Reporting features

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint*	Tealium*
Detailed session log	✓	✓	✗	✓ Person/journey reporting	✓ Session history	✓	✗	Via integrations	✗
Clickpaths and journey mapping	✓	✓	✓	✓	✓	✓	✓	✓	✗ Via AudienceStream and integrations (may require separate BAA)
Event tracking	✓	✓	✓	✓	✓	✓	✓	✓	✓
Goal tracking	✓	✓	✓	✓	✓	✓	✓	✓	✓
Content tracking	✓	✓	✓	✓	basic	✓	✓	In your analytics tool	✗
Custom channel grouping	✓	✗	✓	✓	✓	✓	✓	In your analytics tool	✗

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Reporting features

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint*	Tealium*
Calculated metrics	✓	✗	✓	✓	✓	✓	✗	In your analytics tool	✗
Report scheduling and distribution	✓	✓	✓	✓	✓	✓	✓	In your analytics tool	Limited native scheduling
Automatic insights	✗	✗	✓ BAA coverage to be confirmed with vendor	✓ BAA coverage to be confirmed with vendor	✓ BAA coverage to be confirmed with vendor	✓ BAA coverage to be confirmed with vendor	✗	✗	✓ BAA coverage to be confirmed with vendor
Sharing reports and dashboards with your team	✓	✓	✓	✓	✓	✓	✓	In Analysis Workspace	✓
Real-time data reporting	✓ 10 seconds, customizable reports	✓ Seconds, fixed reports	✓ 2 minutes	✓ 7 minutes, fixed reports	✓ 1 minute, fixed reports, manual refresh	✓ 10 seconds, limited to certain reports	✗	✗	✗

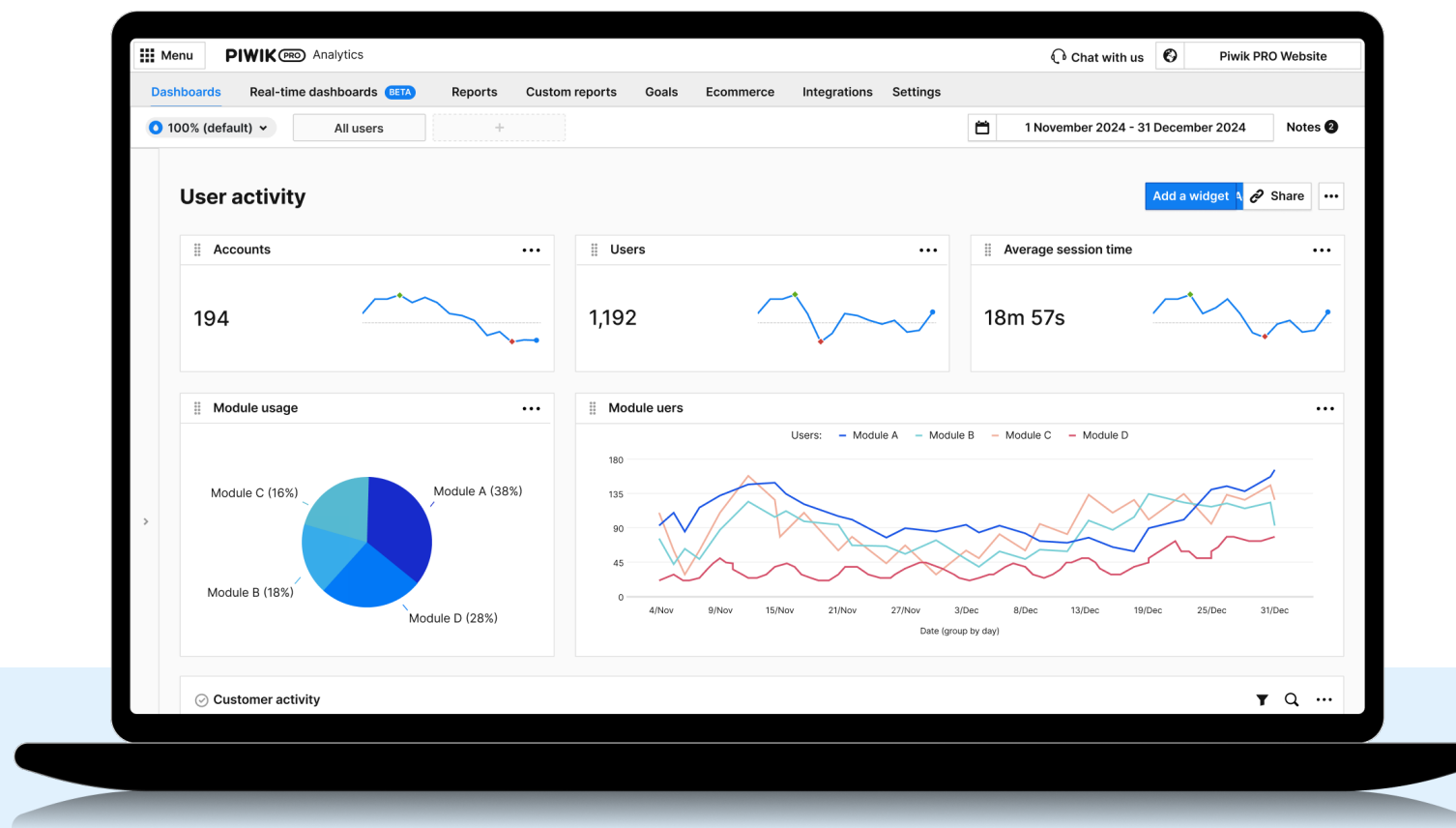
* Freshpaint and Tealium route data rather than report on it, so reporting capability depends on the analytics tool you pair them with, and on that tool's licence cost.

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Support and customer care

	Web and digital analytics				Product analytics			Data governance and routing	
	Piwik PRO	Matomo	Piano Analytics	Adobe CJA	Mixpanel	Amplitude	Heap	Freshpaint	Tealium
Self-service help center	✓	✓	✓	✓	✓	✓	✓	✓	✓
Community forum	✓	✓	✗	✓	✓	✓	✓	✓	✓
Email support	✓	✓	✓	✓	✓	✓	✓	✓	✓
Personalized implementation and onboarding	✓	✗	✓	✓	✓	✓	✓	✓	✓
Dedicated support specialist	✓	✗	✓	✓	✓	✓	✓	✗	✓

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Enable HIPAA-compliant analytics with Piwik PRO

See how healthcare teams use Piwik PRO to work with patient data and support their HIPAA obligations

[Request a demo](#)

About Piwik PRO

Most analytics platforms make healthcare teams choose: strip out the data that matters, or risk a breach. Piwik PRO doesn't.

We sign a BAA, host your data in the US on Microsoft Azure, and let you collect and analyze PHI directly. Returning patients stay recognizable and multi-session paths hold together, so your attribution reflects what actually happened.

Analytics, tag management, and data activation sit in one platform, so you buy one licence and patient data never crosses between tools.

Independent assurance backs it up. Our SOC 2 Type II report includes HIPAA in scope.

Columbia University, Boston Medical and Shepherd Center use Piwik PRO to make better marketing decisions while supporting their HIPAA obligations.

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