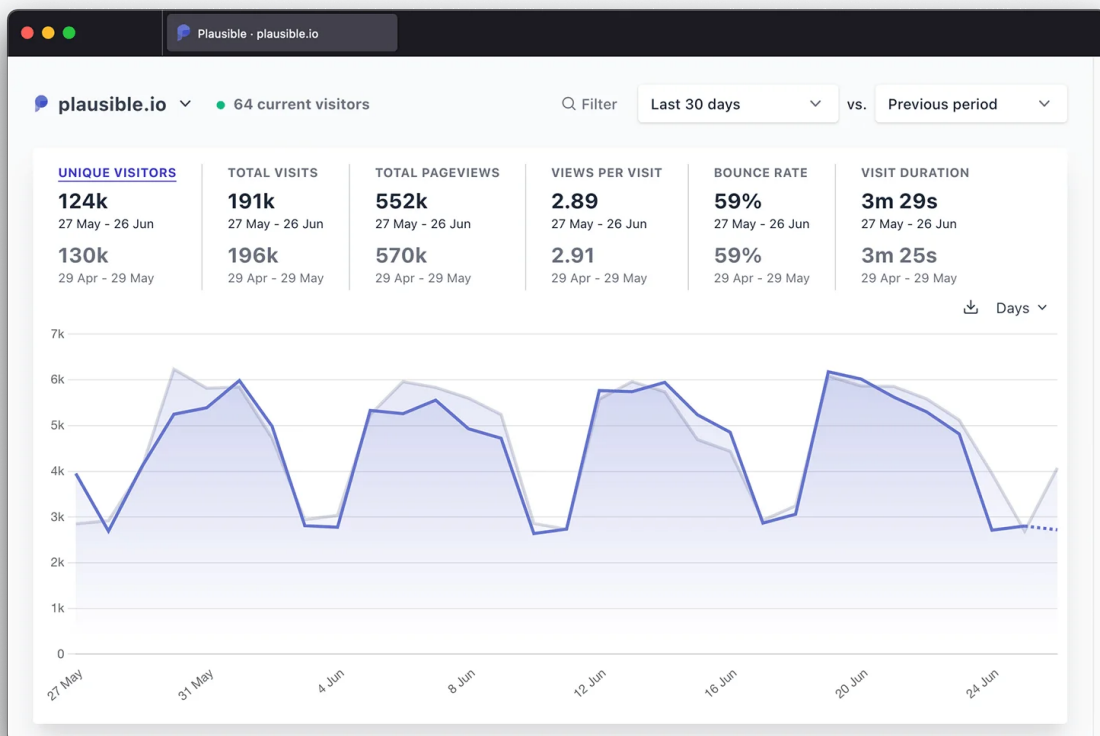


Plausible: Privacy focused Google Analytics alternative

Even though the purpose of [Plausible Analytics](#) is to track the usage of a website, this can still be done without collecting any personal data or personally identifiable information (PII), without using cookies and while respecting the privacy of your website visitors.

By using Plausible Analytics, all the site measurement is carried out absolutely anonymously. Cookies are not set and no personal data is collected. All data is in aggregate only. The website owner gets some actionable data to help them learn and improve, while the visitor keeps having a nice and enjoyable experience.

Here's a look at what makes Plausible Analytics a privacy-friendly Google Analytics alternative.



1. [It's a fully open source web analytics software](#)
2. [Hosted in the EU powered by European-owned cloud infrastructure](#)
3. [Completely independent, self-funded and bootstrapped](#)
4. [We minimize data collection](#)
5. [No personal data is collected](#)
6. [All data is in aggregate only](#)
7. [No tracking across devices](#)
8. [No tracking across websites and apps](#)
9. [All data is isolated to a single day](#)
10. [No cookies and other persistent identifiers](#)
11. [You 100% own your website data](#)
12. [Your data is not sent to, shared with or sold to any third-parties](#)
13. [We have nothing to do with surveillance capitalism](#)
14. [You can open up your stats and share them with your visitors](#)
15. [You can self-host Plausible Analytics](#)
16. [Sounds like an interesting alternative to you?](#)

It's a fully open source web analytics software

Plausible Analytics is completely [open source software](#). Our source code is available and accessible [on GitHub](#).

We are not a black box. There's nothing proprietary or closed source about Plausible Analytics. Everything is in the open. Anyone can view, review and inspect the code we're running to verify that we practice what we preach.

This is essential in the market of privacy software. Corporations and proprietary software cannot always be trusted when data is in question. The only way to prove your trust is to allow experts to look into your code and verify that you're actually doing what you're saying you're doing.

Hosted in the EU powered by European-owned cloud infrastructure

We're a small team and we're based in the EU. The legal entity is incorporated in Estonia.

All of the data that we do track and collect is kept fully secured, encrypted and hosted on renewable energy powered server in Falkenstein, Germany. The server is owned by Hetzner, a European company. This ensures that all of the website data is being covered by the European Union's strict laws on data privacy.

We use Bunny (another European-owned provider from Slovenia) for a global CDN and DDoS protection. This ensures that all visitor data we collect is exclusively processed with servers owned and operated by European companies.

You don't have to worry about Schrems II and that it invalidates the EU-US Privacy Shield. Your website data [never leaves the EU](#).

Completely independent, self-funded and bootstrapped

There are no investors behind Plausible Analytics and no big corporations with a different agenda or big plans. We are not interested in raising funds or taking investment. Not from individuals, not from institutions and not from venture capitalists. We ignore all such requests. We're solely funded by our subscribers.

We minimize data collection

We minimize data collection in general. We measure only the most essential data points and nothing else.

Other analytics tools such as the market leader Google Analytics collect and provide [hundreds of different reports with hundreds of different metrics](#). This vast data collection is unnecessary, it is violating the privacy of web users and it is overkill for most website owners.

All the metrics we do collect fit on one single page. The benefits of minimizing data collection go beyond privacy. Plausible Analytics is much easier and simpler to use and understand. It's also [45 times lighter than Google Analytics](#) so it doesn't slow down your site and reduces your carbon footprint.

You can view all the data we collect in [our live demo dashboard](#). It features our

own website stats.

No personal data is collected

We do not track, collect nor store any personal data or personally identifiable information. You can explore all the data points we do collect in [our data policy](#).

Plausible Analytics is even more privacy friendly than options such as server logs. In server logs, you can see all the IP addresses of your visitors and details about when they visited your site while there is no way to get any kind of personal data from Plausible Analytics.

You can read our [full comparison with server logs](#).

All data is in aggregate only

The goal of Plausible Analytics is to track overall trends in your website traffic, it is not to track individual visitors. The privacy of your website visitors is important to us so we do not track any individual people. All the data is in aggregate only.

No tracking across devices

We do not track people across their devices. All the data is isolated to a single device only. There is no way to know whether the same person visits a site from more than one device.

No tracking across websites and apps

We do not track people across websites and apps that they visit. All the data is isolated to a single website only. There is no way to know what other websites someone visits.

All data is isolated to a single day

All the data is isolated to a single day only. There is no way to know whether the same person comes back to a site on another day.

No cookies and other persistent identifiers

[We do not use cookies whatsoever.](#)

We do not generate any persistent identifiers either. We generate a random string of letters and numbers that is used to calculate unique visitors on a website and we reset this string once per day.

This makes us compliant with the different cookie laws and [privacy regulations such as GDPR](#) and PECR.

By not using cookies you do not need to obtain consent from the visitors to store and retrieve data from their devices. It's one less thing to worry about and annoy your visitors with.

You 100% own your website data

When using Plausible Analytics, you 100% own and control all of your website data. Although when using our hosted service, your site analytics are stored on our server in the cloud, you remain completely in control of your site data and you fully own all of your data too.

You can delete everything that we have collected about your site any time that you want and you can even self-host Plausible so all the data always stays on the server that you own and control.

Your data is not sent to, shared with or sold to any third-parties

We do not share, sell or send your website data to any advertising companies or any other third-parties in general. Your website data is not monetized, mined and harvested for personal and behavioral trends. That is not our business model.

We have nothing to do with surveillance capitalism

Our business model has nothing to do with collecting and analyzing huge amounts of personal information from web users and using these behavioral

insights to sell advertisements. We choose the subscription business model rather than the business model of surveillance capitalism.

Plausible Analytics is funded by our community of people that use and enjoy our product. Since we don't make money from advertising, by selling your data or by abusing the privacy of your visitors, we need to charge a fee.

Revenue from our paid subscribers helps keep the project development going, helps us cover our costs, stay in business, helps us to continue putting time and effort into improving the project.

You can open up your stats and share them with your visitors

We have an in-built feature that we recommend all website owners use to [open up their stats to the public](#). Then you can share your stats on your site to be fully transparent so your visitors and anyone else can view the data that you yourself have access to.

Many of sites using Plausible have chosen to do so. Then they share a link to their public stats dashboard in their footer, in their privacy policy or on their about page. You can even [embed our dashboard](#) into your site.

You can self-host Plausible Analytics

Plausible Analytics is open-source and you can [self-host it on your own server](#). Both our Cloud and our Self-Hosted products are completely equal. There's no special paid commercial version with better or more complete features.

The difference is that the Self-Hosted version you need to install, maintain and manage on your own server while the Cloud version we manage for you so you don't have to worry about anything.

Sounds like an interesting alternative to you?

If this sounds interesting to you, you can try out Plausible Analytics on your website. We have a completely free and unlimited usage 30-day trial. No credit card required either. You can [start your free trial here](#).

As we're very lightweight, you can even run Plausible alongside your current analytics provider, test things and only remove the other script after you're completely happy with what Plausible provides. Enjoy!

Ready to dive in?

Start your free trial today.

Get started

Live demo

Cloudflare Web Analytics vs Plausible Analytics

Cloudflare Web Analytics is a new player on the simple, privacy-first and de-Google web analytics market.

[Read more](#)

Plausible: GDPR, CCPA and cookie law compliant site analytics

Even though the purpose of Plausible Analytics is to track the usage of a website, this can still be done without collecting any personal data or personally identifiable information (PII), without using cookies and while respecting the privacy of the website visitors.

[Read more](#)

What makes Plausible a great Google Analytics alternative

Many site owners have the habit of installing the Google Analytics tracking script on their sites as one of the first actions they take after the launch.

[Read more](#)

How to offer a white label web analytics dashboard powered by Plausible

We've made it easy for you to provide or resell a white label version of our simple and privacy-centric web analytics dashboard to your customers. We've built several features to make it easy to integrate web analytics powered by Plausible (but without our branding) directly into your user interface.

[Read more](#)

Plausible: Lightweight web analytics tool (<1KB) that doesn't slow down your site

Plausible Analytics script weighs less than 1 KB. That's 45 times smaller than the Google Analytics Global Site Tag. Plausible will reduce your page weight and will stop your site from loading slow.

[Read more](#)

Plausible: Open source Google Analytics alternative

Plausible Analytics is an open source, simple, lightweight and privacy-friendly Google Analytics alternative. One aspect that makes Plausible different from many of the other web analytics tools such as Google Analytics is the fact that Plausible is fully open-source software. Let's take a look at what that means exactly.

[Read more](#)

Plausible: Open source and privacy-first web analytics plugin for WordPress

Plausible Analytics is an open source web analytics plugin for WordPress that is an easy to use, lightweight (< 1 KB) and privacy-friendly Google Analytics alternative.

[Read more](#)

Plausible: Self-Hosted Google Analytics alternative

Plausible Analytics is a 100% open source web analytics tool. Our mission is to reduce corporate surveillance by making a useful and privacy-friendly website analytics tool that doesn't come from the adtech world.

[Read more](#)

Easy to use, actionable and privacy-compliant analytics for ecommerce and startups

Plausible Analytics helps ecommerce and SaaS startups get some actionable data to make better decisions. At the same time, their visitors keep having a privacy-friendly and enjoyable experience.

[Read more](#)

Plausible: Simple web analytics tool you can use to measure site traffic

The goal of Plausible Analytics is to provide you all the valuable and actionable website traffic metrics at a glance in a simple and modern web analytics dashboard.

[Read more](#)

What makes Plausible a great Matomo alternative

Matomo, formerly known as Piwik, was founded in 2007 and has long been the most well known open source alternative to Google Analytics. Matomo is installed on 1.9% of all websites and this is an amazing success for a great open source web analytics project.

[Read more](#)

We've collected \$78,000 in the two years of our donation fund

We've managed to collect \$78,000 over the two years of this initiative and have made donations to different projects including the Red Cross, the Erlang Ecosystem Foundation, the Sea Shepherd, the Ocean Cleanup and the Mossy Earth.

[Read more](#)

Website analytics platform for bloggers and content creators

Many people create content on their personal websites and blogs. There are many motivations behind this. Some use it like a diary, some as a hobby, or as a way to connect to other people, as a way to build an audience, make money and even improve their career opportunities.


[Read more](#)

Website analytics platform for freelancers and agencies

One of the use cases Plausible Analytics was specifically designed for are the freelancers and agencies who work with clients developing their websites, communication and marketing practices.

[Read more](#)



Made and hosted in the EU 
Solely funded by our subscribers.

WHY PLAUSIBLE?

Simple metrics

Lightweight script

Privacy focused

Open source

For creators

For agencies

For ecommerce

White label

COMPARISONS

vs Google Analytics

vs Matomo

vs Cloudflare

COMMUNITY

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Status

Documentation

GitHub

Twitter

Mastodon

LinkedIn

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Data policy

Terms

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Imprint