

Plausible Analytics

plausible.io Privacy-friendly web analytics

Plausible is powerful, lightweight analytics. No cookies, just insights. Made and hosted in the EU, powered by European-owned infrastructure.

This is an example. A real report we ran on Plausible Analytics from public Reddit discussions. Plausible Analytics is not an Omev AI client and did not ask for it. Every number comes from the research, and every quote links to its thread.

3

threads are worth answering now: fresh, on your topic and open for replies.

36

open threads where someone is choosing a tool like yours.

48 of 154

threads we read mention Plausible Analytics by name.

10

communities where your buyers ask for advice, with the rules for each.

15 to 1

praise to complaints about you, in what buyers wrote.

INSIDE THIS REPORT

- 01

Threads to answer now
- 02

Communities and their rules
- 03

What buyers say about you
- 04

What frustrates buyers
- 05

Why they look, what they need
- 06

What to say
- 07

How to reply safely
- 08

Competitors
- 09

Threads on Google
- 10

How we built this

Each section opens with what to do with it, so the report can go straight to whoever answers on Reddit.

Get this report for your site, free

For agencies, software companies and SaaS teams.

Get free report →

■ BEFORE YOU START

How to read this report

The colour of a label says what kind of signal it is. Here is what each one means.

Openings

Yellow marks a chance to act.

Choosing now · Someone is choosing a tool The person who posted is comparing tools or asking which one to pick.

Most buyers here The community with the most threads where someone was choosing a tool.

Posts allowed You may start your own thread here, as long as it follows the rules.

Self-promotion allowed The rules let you mention your own product.

Comes up a lot Many buyers say this, not just one or two.

About you

Black marks what is said about your product.

You're mentioned (positively, mixed views, neutrally)
Your product is already named in the comments, with good and bad things said about it.

Mentions you Your product is already named in this thread.

Risks

Orange marks what gets a brand's comment removed or criticised.

Strict moderators This community often removes promotional comments. Say who you are and answer only what was asked.

No self-promotion Comments that promote your own product get removed. Help first, and name the product only if someone asks.

No links Comments with links get removed. Name the product instead of linking to it.

About 1 in N posts removed The share of recent posts moderators removed. The higher it is, the stricter the community.

Account requirements Only accounts that meet this can post or comment here.

You're mentioned, negatively Your product is named, mostly critically. A calm, factual answer matters most here.

Facts

Outlined and grey labels describe the situation.

Open to suggestions The thread is about your topic and a recommendation would fit, but nobody is picking a tool yet.

On your topic The discussion is about the problem your product solves.

Asks a direct question The post asks a question you can answer directly.

Not mentioned yet Nobody has named your product in this thread yet. A useful answer can be the first.

Replies only, no product posts You can answer in the comments, but a new post about your product will be removed.

Self-promotion limited You can mention your product inside a genuinely useful answer, not as an ad.

Links limited Links are accepted only when they answer the question.

Few posts removed Moderators here rarely remove posts.

Seen 2 times How many times buyers made this point in the threads we read.

Must have Buyers rule out a tool that does not have this.

Nice to have Buyers like it, but it will not rule a tool out.

Related tool Not the same kind of product, but buyers bring it up in the same discussions.

Open for replies Not locked or archived: a new comment is seen by everyone who finds the thread.

Closed to replies Locked or archived: you cannot comment, but buyers still read it.

#2, top of page 1 Where this Reddit thread ranks on Google for the search shown next to it.

Last reply 4 days ago When someone last commented. A recent reply means people are still reading the thread.

01

ACT ON THIS

3 threads

to answer now

Fresh threads where someone is asking about what you sell and replies are still open. Answer these first: a useful reply in a live thread is read by everyone who finds it later.

WHAT TO DO WITH THIS

- 1
- Reply first to "What is a good analytics service" in r/selfhosted; the last comment there was 4 days ago.
- 2
- Moderators there have removed company comments before: open with who you are and answer only the question asked.
- 3
- Answer the other 2 threads in the same week, while they are still fresh.
- 4
- Where no answer is suggested, build it from the arguments and objections later in this report.

1

Answer this first

r/

r/selfhosted

🕒 2 weeks ago

🗨 25 comments

👑 7

🔄 last reply 4 days ago

What is a good analytics service

Someone is choosing a tool

Strict moderators

You're mentioned, mixed views

Careful:

Moderators later removed 2 of the 7 comments companies left here.

Open the thread ↗

HOW TO ANSWER

Disclose the affiliation. Ask whether they want a hosted service or to operate it themselves. If hosted, point at the one-page dashboard, no cookies, the 30-day trial with no card, and the \$9/month start. If self-host, say the code is open source and self-hosting is offered, and do not claim the self-hosted product matches hosted features. Do not call it free or a full GA4 replacement.

2

THEN

r/

r/WebsiteInsights

🕒 12 days ago

🗨️ 0 comments

↑ 1

Every top web analytics tools list is the same 8

Open to suggestions

On your topic

You're mentioned

Open the thread ↗

HOW TO ANSWER

Say who you are, answer the question that was asked, and use the arguments and objections further down. What to say ↓

3

THEN

r/

r/DevDomeFamily

🕒 3 weeks ago

🗨️ 0 comments

↑ 1

Plausible vs matomo vs independent analytics vs

Open to suggestions

On your topic

You're mentioned

Open the thread ↗

HOW TO ANSWER

Say who you are, answer the question that was asked, and use the arguments and objections further down. What to say ↓

Next in line

Posted in the last three months, open for replies, with someone choosing a tool.

What kind of analytics do you currently recommend

r/

r/SaaS

🕒 5 weeks ago

🗨️ 15 comments

Choosing now

Mentions you

Any good opensource web analytics tools that can

r/

r/CloudFlare

🕒 6 weeks ago

🗨️ 21 comments

Open to suggestions

Mentions you

Umami analytics vs plausible analytics which is

r/

r/umamiengine

🕒 2 months ago

🗨️ 0 comments

Choosing now

Mentions you

I was tired of all analytics products needing so much setup and ...

r/

r/SideProject

🕒 2 months ago

🗨️ 1 comment

Open to suggestions

Mentions you

Plus 29 older threads where people are still choosing, listed in the online report and the data file.

02

WHERE THEY TALK

10 communities where your buyers ask for advice

Each one has its own rules. Rules in orange are the ones that get a brand's comment removed; yellow means there is room to post.

WHAT TO DO WITH THIS

- 1
- Spend most of your time in r/webdev and r/selfhosted: that is where most people asking for a tool are.
- 2
- 5 of the 10 communities forbid self-promotion. Answer the question first and name Plausible Analytics only when it is the answer.
- 3
- r/laravel and r/degoogle allow posts: a genuinely useful one, such as a comparison or a how-to, can work there within the rules.
- 4
- Leave links out in r/webdev, r/Wordpress and r/analytics and 2 more; name the product instead.

r/

r/webdev

Most buyers here

3.3M members · 387K weekly visitors

136 of 258

threads we checked had someone looking for a tool

Replies only, no product posts

No self-promotion

No links

Few posts removed

Commercial promotion and solicitation are banned

r/

r/selfhosted

861K members · 542K weekly visitors

86 of 164

threads we checked had someone looking for a tool

Replies only, no product posts

Self-promotion limited

Links limited

About 1 in 6 posts removed

Own services only in relevant comments; no direct ads

r/

r/Wordpress

319K members · 85K weekly visitors

35 of 75

threads we checked had someone looking for a tool

Replies only, no product posts

No self-promotion

No links

Few posts removed

No promotion of products or services in posts or comments

r/

r/nextjs

177K members · 38K weekly visitors

19 of 46

threads we checked had someone looking for a tool

Replies only, no product posts

Self-promotion limited

Links limited

Few posts removed

Product shilling only in the weekly show and tell

r/ r/analytics 286K members · 43K weekly visitors	33 of 100 threads we checked had someone looking for a tool	Replies only, no product posts No self-promotion No links Few posts removed Share techniques rather than tools; no blog links
r/ r/GoogleAnalytics 42K members · 7K weekly visitors	40 of 128 threads we checked had someone looking for a tool	Replies only, no product posts No self-promotion No links Few posts removed Low-quality rule removes posts or comments that shill or sell a product
r/ r/SEO 519K members · 51K weekly visitors	18 of 54 threads we checked had someone looking for a tool	Replies only, no product posts No self-promotion No links About 1 in 8 posts removed No links, self-promotion, or brand awareness
r/ r/laravel 111K members · 20K weekly visitors	5 of 9 threads we checked had someone looking for a tool	Posts allowed Self-promotion limited Links limited Few posts removed Self-promotion is allowed if valuable, engaged, and directly about Laravel
r/ r/degoogle 567K members · 389K weekly visitors	15 of 58 threads we checked had someone looking for a tool	Posts allowed Self-promotion limited Links limited Few posts removed Project promos go in the Showcase megathread and affiliates must prefix [DEV]
r/ r/statichosting 3K members · 1K weekly visitors	11 of 42 threads we checked had someone looking for a tool	Replies only, no product posts Self-promotion limited Links limited Few posts removed No rules published

Also worth watching

- r/marketing · 2M members

r/privacy · 1.7M members

r/bigseo · 143K members

r/SaaS · 834K members
- r/opensource · 394K members

r/umamiengine · 10 members

r/opensourcealternative · 10K members
- r/framer · 28K members

r/gdpr · 26K members

r/indiehackers · 198K members

03

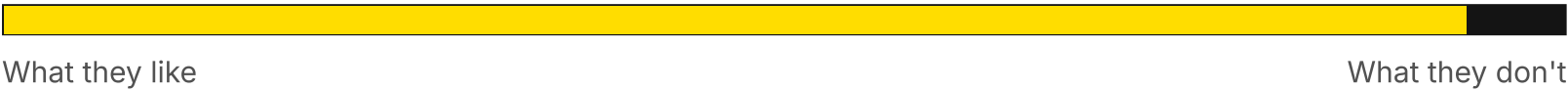
YOUR REPUTATION

What buyers say about Plausible Analytics

WHAT TO DO WITH THIS

- 1
- Buyers already recommend Plausible Analytics for simpler privacy-friendly analytics. Use the same words in replies: it is why people pass you on.
- 2
- Answer the complaint about missing advanced analytics features openly: say what Plausible Analytics does and does not do, and when another tool fits better.
- 3
- Read the 48 threads that name Plausible Analytics before writing anywhere else: they show how buyers describe you.

Praised 15 times, criticised once



What they like

Simpler privacy-friendly analytics

Seen 10 times

Users frequently recommend Plausible as a simpler, privacy-friendly alternative to GA4 for basic traffic and website stats.

Seen in [r/degoogle](#) [r/webdev](#) [r/GoogleAnalytics](#)

Ease of use and setup

Seen 2 times

Users praise Plausible for ease of use, easy integration, and a smooth setup.

Seen in [r/webdev](#) [r/statichosting](#)

What they don't like

Missing advanced analytics features

Seen once

A user who tried Plausible rejected it because it did not have enough features, specifically no event tracking, funnels, or ecommerce.

Seen in [r/GoogleAnalytics](#)

GDPR compliance and self-hosting

Seen 2 times

Users cite GDPR compliance, open-source availability, and a self-hosting option as reasons to choose Plausible.

Seen in [r/webdev ↗](#) [r/webdev \(2\) ↗](#)

Acquisition and conversion reporting

Seen once

For early-stage SaaS, users recommend Plausible when they want clean acquisition and conversion numbers.

Seen in [r/SaaS ↗](#)

Where you come up

Plausible Analytics is named in 48 of the 154 threads we read. Besides the threads above, the busiest ones:

Searching for smartest and most cost effective r/ r/website🕒 5 weeks ago🗨 76 comments	Mentions you
How much are you okay paying for a website r/ r/website🕒 11 months ago🗨 73 comments	Mentions you
My open source web analytics platform reached r/ r/webdev🕒 11 months ago🗨 61 comments	Mentions you
How much does it typically cost for someone to r/ r/smallbusiness🕒 11 months ago🗨 60 comments	Mentions you
Alternatives to google analytics r/ r/webdev🕒 7 months ago🗨 58 comments	Choosing nowMentions you
Is it just me or is google analytics way too r/ r/webdev🕒 11 months ago🗨 40 comments	Open to suggestionsMentions you

04

YOUR OPENING

What frustrates buyers in your category

Problems people complain about with the tools they use today. Each one is a reason to switch, and a topic to answer.

WHAT TO DO WITH THIS

- 1
- Each frustration is a reply angle and a content topic. Start with "Buyers find GA4 overly complex and hard to use for basic traffic, source, and funnel questions, especially on small sites".
- 2
- Write one short answer per frustration that shows how you solve it, then adapt it to each thread rather than pasting it.

Buyers find GA4 overly complex and hard to use for basic traffic, source, and funnel questions, especially on small sites.

Small businesses Small websites WordPress users

Seen in [r/ChoosingVendors](#) [r/webdev](#) [r/GoogleAnalytics](#)

Users report GA4 data problems, including sampling, cardinality limits, delayed reporting, and inaccurate or fluctuating numbers.

Analytics and marketing teams

Seen in [r/GoogleAnalytics](#) [r/analytics](#) [r/marketing](#)

Privacy rules, cookie consent banners, and heavy tracking scripts make conventional analytics feel invasive and slow.

Privacy-focused owners

Seen in [r/privacy](#) [r/Wordpress](#) [r/degoogle](#)

Users say historical Universal Analytics data cannot be moved to GA4 and may be deleted.

Site owners with historical GA data

Seen in [r/webdev](#) [r/webdev \(2\)](#)

People leaving GA4 say many alternatives are little more than pageview counters and do not answer deeper questions.

Seen in [r/degoogle](#)

A nonprofit user says GA4 is geared toward monetization and is a poor fit for organizations that do not sell anything.

Nonprofits

Seen in [r/GoogleAnalytics](#)

05

YOUR BUYERS

Why they start looking, and what they need

WHAT TO DO WITH THIS

- 1

Lead with what buyers will not compromise on: simpler than GA4 and usable without analytics or programming expertise; privacy-friendly and not invasive, collecting only what is needed; GDPR compliance, unlike GA4 and some alternatives such as Microsoft Clarity.
- 2

Answer first the threads where people say "GA4 feels too complicated, slow, unusable, or like a nightmare for simple reporting": it is the most common reason they start looking.

What makes them start looking

GA4 feels too complicated, slow, unusable, or like a nightmare for simple reporting.

Comes up a lot

Universal Analytics is sunseting and teams are forced onto GA4.

Comes up a lot

Google will delete old Analytics data and it cannot be moved to GA4.

Comes up a lot

Owners are de-googling or reacting to EU rulings that Google Analytics data transfers are illegal.

Comes up a lot

Sampled data, cardinality, delayed yesterday data, and fluctuating or inaccurate GA4 numbers break reporting.

An employer approves budget because GA4 reporting is no longer acceptable.

GA4 is seen as useless for a nonprofit because it is geared to monetization.

What they won't compromise on

Simpler than GA4 and usable without analytics or programming expertise

Must have

Privacy-friendly and not invasive, collecting only what is needed

Must have

GDPR compliance, unlike GA4 and some alternatives such as Microsoft Clarity

Must have

Basic traffic, page views, referrers, and traffic sources rather than a data-science platform

Must have

Lightweight enough for small, low-traffic, or static sites

Nice to have

Open source and self-hostable

Nice to have

Free or low cost for startups, small sites, and people who do not want to pay

Nice to have

Google Analytics feels too heavy for a static site.

Ad blockers mean Google Analytics does not capture all users.

Cookieless and not tied to Google infrastructure

Nice to have

Deeper features when needed: events, funnels, heatmaps, or ecommerce tracking

Nice to have

More reliable data than sampled, delayed, or fluctuating GA4

Nice to have

In their own words

“Umami is my go-to. Self-hosted, open source, and the dashboard shows you exactly what you'd expect without 47 nested menus. Takes maybe 10 minutes to deploy on...”

A pain [r/webdev ↗](#)

“switched to umami for my side projects, self hosted it for free. took like 20 min to set up and the dashboard is exactly what GA used to be — visitors, referrer...”

Price [r/webdev ↗](#)

“According to alternativeto.net, Matomo seems to be the most popular alternative. It has 19.5k github stars at the moment. I also found plausible, which has 19.4...”

What they look for [r/webdev ↗](#)

“I use Plausible Analytics. Not free, but you can self-host it.”

[r/webdev ↗](#)

“Looking into Fathom and Plausible. But, Google ads ties into GA4 events for conversion tracking so how do alternatives integrate with that? Especially if GA4 st...”

Question [r/webdev ↗](#)

“Matomo, and cloudflare analytics are the ones I've seen most. (Matomo has an ad that parodies Oppenheimer that's maybe the best piece of marketing I've ever see...”

Comparing tools [r/webdev ↗](#)

“I use CloudFlare analytics. I mean, I also have Google Analytics in - but I use CloudFlare as DNS anyway for speed and security, and they offer a cookie-less an...”

What they look for

[r/webdev ↗](#)

“I made a comparison of Google Analytics 4 vs Umami vs Plausible after using them for 30+ days. Check it out as a post: <https://tsykin.com/blog/google-analytics-...>”

Comparing tools

[r/webdev ↗](#)

“A couple of clients have started using Plausible alongside GA4 to test the water, and it seems pretty good so far. Am also looking at Umami, but haven't yet tes...”

A pain

[r/Wordpress ↗](#)

06

WHAT TO SAY

Arguments buyers already accept

Built from what people wrote, not from your marketing. Use them in your own words, and only where they answer the question asked. Each one holds only in the right context, so read the rules below before you use it.

WHAT TO DO WITH THIS

- 1
- When a thread names GA4, lead with the “Simple analytics dashboard” argument below.
- 2
- When a thread names Matomo, lead with the “Privacy-friendly, cookieless tracking” argument below.
- 3
- Keep the 5 objections and answers at hand while replying: most threads raise one of them.

Simple analytics dashboard

Against GA4: Buyers call GA4 awful for small sites and confusing, and they recommend Plausible for easy, simple analytics rather than advanced or complex use cases.

Use in

[r/webdev](#)

[r/ChoosingVendors](#)

[r/GoogleAnalytics](#)

Privacy-friendly, cookieless tracking

Against Matomo: Buyers say Matomo asks visitors to enable cookies, which conflicts with a no-cookie site policy, while Plausible states that it uses no cookies and no cookie banner is required.

Use in

[r/privacy](#)

[r/gdpr](#)

[r/degoogle](#)

Lightweight script

Against Google Analytics: Plausible states that its script is a fraction of the size of Google Analytics and will not affect page speed or Core Web Vitals. Buyers leaving Google Analytics cite heavy tracking scripts.

Use in [r/webdev](#)

EU hosting on European-owned infrastructure

Against Microsoft Clarity: An EU buyer in banking and insurance rejects Clarity because the data is stored in the US. Plausible states that visitor data never leaves European-owned infrastructure.

Use in [r/privacy](#) [r/gdpr](#)

30-day free trial with no credit card required

Against Cloudflare Analytics: Buyers point to Cloudflare Web Analytics as free and simple, including with no Worker, but also say it is limited and that raw data cannot be queried. Plausible is a subscription from \$9/month with a 30-day no-card trial and human support, not a free product.

Use in [r/SaaS](#) [r/blogs](#)

Objections, with an answer ready

THEY SAY

Privacy concerns about cookie-based analytics and BigQuery data transfers

YOU ANSWER

Pushing everything into BigQuery and pulling it back out is how some teams build custom views, and Looker Studio is a free place to draw them. If the issue is cookies, Plausible states that it does not use cookies or collect personal data and that no cookie banner is required. Plausible also states that it is made and hosted in the EU and that visitor data never leaves European-owned infrastructure. Disclosure: I work with Plausible Analytics.

THEY SAY

Expects very complex use cases will outgrow Plausible

YOU ANSWER

Complex setups and heavy marketing stacks do tend to outgrow a simple analytics page. Plausible states that the dashboard puts the important stats on one page and that no training is necessary. That fits a basic traffic question, and it is a weak fit once the questions get more elaborate than that page. A heavier suite is the straightforward next step when you hit that wall. Disclosure: I work with Plausible Analytics.

THEY SAY

Plausible Analytics is not free.

YOU ANSWER

Hosted Plausible isn't free, and self-hosting doesn't turn the paid plan into a \$0 hosted account. Open-source self-hosting exists under AGPLv3, and the Enterprise plan includes self-hosting. Don't read that as the same package as the hosted service: a buyer has said the self-hosted build lacks a stats API, server-side tracking, and a reports builder. Disclosure: I work with Plausible Analytics.

THEY SAY

Privacy-focused web analytics

YOU ANSWER

Cookie use depends on the product in front of you, not on the privacy label. Some tools still set cookies unless the config is changed, and others state that they do not. Plausible states that it does not use cookies or collect personal data and that no cookie banner is required. That is only about our script, not other tags on the page or a legal ruling for your setup. Disclosure: I work with Plausible Analytics.

THEY SAY

The commenter regrets that Simple Analytics is not open source.

YOU ANSWER

If that's a hard requirement, read the license and confirm you can run the software yourself rather than stopping at the marketing site. Our code is open source under AGPLv3 and can be self-hosted. The company says it is funded by subscribers, with no outside investors, and that customer data is not monetized. Disclosure: I work with Plausible Analytics.

07

STAY SAFE

How to reply without getting removed

Reddit removes replies that read like ads, and buyers stop trusting a brand that hides who it is. These rules are for everyone who answers on your behalf.

WHAT TO DO WITH THIS

- 1
- Start every reply with “I work with Plausible Analytics”.
- 2
- Share the “Never say” list with everyone who answers for you. Top of the list: “Plausible is free”.
- 3
- Check the 7 claims under “Only with a condition” before using any of them.

ALWAYS SAY WHO YOU ARE

“I work with Plausible Analytics.”

In any Reddit reply, say that you work with or for Plausible Analytics. Answer only the question asked, in the poster's stack and budget. Do not pretend to be an unaffiliated user, and do not paste the same pitch across threads.

✓ Safe to say

Plausible states that the dashboard puts the important stats on one page and that no training is necessary.

Plausible states that it does not use cookies or collect personal data and that no cookie banner is required.

Plausible states that the script loads fast, will not affect page speed or Core Web Vitals, and is a fraction of the size of Google Analytics.

Plausible states that it is made and hosted in the EU and that visitor data never leaves European-owned infrastructure.

The code is open source under AGPLv3 and can be self-hosted. The company says it is funded by subscribers, with no outside investors, and that customer data is not monetized.

There is a 30-day free trial with no credit card required. Plausible starts at \$9/month. Human support is included.

CSV imports are offered so historical stats can be brought along when switching from another tool.

Published site figures include 22k paying subscribers, more than 2,400 teams paying for five years or longer, and named users such as Stripe, Mozilla, Hugging Face, Basecamp, Sentry, Harvard University, and the Scottish and Welsh governments.

! Only with a condition

Plausible is a simpler, privacy-friendly alternative to GA4 for basic website stats.

Use this only when the ask is basic traffic, sources, or a simple dashboard. Do not say it replaces GA4 for marketing, Google Ads, or every report.

Installing Plausible removes the need for a cookie banner and makes the site GDPR compliant.

Say only that Plausible's own design is cookieless and that the site says no cookie banner is required. Do not give a legal conclusion for the poster's jurisdiction or other scripts on the page.

Plausible shows real, directly measured visits rather than modeled or sampled data, and it counts more users than GA4.

The product claims directly measured visits. GA4 sampling and delay are buyer complaints. A single side-by-side comment of 20-25% more users is not a product claim, because visit definitions differ across tools.

Plausible includes event tracking, funnels, ecommerce, scroll-depth goals, and revenue tracking.

Describe only what the current site lists: automatic scroll depth, codeless page goals, downloads, form completions, external-link clicks, custom events, revenue tracking, and funnels. One buyer who tried it said it lacked event tracking, funnels, and ecommerce. Do not promise GA4 ecommerce parity.

Plausible costs less than GA4 and is worth it for every small site.

The site says teams spend less time and money than managing a complex free tool, and the paid plan starts at \$9/month. Buyers also say it is not free and that it felt too expensive after a traffic drop. Acknowledge free options such as Cloudflare or self-hosted Umami when the poster requires \$0.

Self-hosting Plausible gives the same product as the hosted service, including a stats API, server-side tracking, and a reports builder.

Say open-source self-hosting exists and that the Enterprise plan includes self-hosting. A buyer says self-hosted Plausible lacks a stats API, server-side tracking, and a reports builder. Hosted export claims are aggregated CSV and the stats API, with raw event exports only for enterprise.

CSV import restores Universal Analytics history that Google will not move into GA4.

Say only that CSV import can bring historical stats when switching. Do not claim a GA or UA connector.

✗ Never say

Plausible is free.

A user says it is not free, and the site prices the hosted product from \$9/month. Self-hosting is not the hosted plan being free.

Plausible is the only GDPR-compliant analytics option, or using it is legal advice that the poster's site is compliant.

Other tools are also described as cookieless or privacy-friendly, and no evidence supports a universal legal guarantee.

Plausible fully replaces GA4, Google Ads conversion tracking, or marketing analytics.

Buyers say marketing needs are still filled by GA, and they ask how alternatives replace GA4 event ties to Google Ads. Some keep GA4 in the background for ads or because clients want GA4 reports.

Plausible includes heatmaps, session recording, or on-page UX playback.

Buyers say lightweight tools such as Plausible do not support session recording, and they treat Hotjar, Clarity, and FullStory as a different job.

Plausible is always more accurate, or it records 20-25% more real users than GA4.

That figure is one side-by-side comment, and another commenter notes that visit definitions change the counts.

Self-hosted Plausible is the easier no-ops choice versus Matomo, or it has more reports than Matomo.

Buyers recommend Matomo to avoid container and VPS work, and they say Matomo reports more information and fits advanced use cases.

Plausible is the right tool when the buyer wants free analytics only, or after they already said the bill felt too heavy.

Buyers who only browse occasionally are pointed at free tools, and one user returned to GA4 because Plausible felt expensive and clients wanted GA4 reports.

08

COMPETITORS

Who buyers compare you with

Counted in the threads we read. The quotes are how buyers put the difference in their own words.

WHAT TO DO WITH THIS

- 1
- Prepare a short, honest comparison with Google Analytics and Matomo: they come up most often.
- 2
- Microsoft Clarity and Hotjar are a different kind of tool. Say so plainly when buyers compare them with Plausible Analytics.

Google Analytics



Mentioned in 36 threads

- r/BestGitHubRepos
- r/GoogleAnalytics
- r/SaaS
- r/SideProject
- r/analytics

[An example thread ↗](#)

Microsoft Clarity

Related tool



Mentioned in 29 threads

- r/Blogging
- r/GEO_optimization
- r/GoogleAnalytics
- r/PPC
- r/SEO

[An example thread ↗](#)

Matomo



Mentioned in 26 threads

Feature depth versus simplicity

“For advance and complex use cases, Matomo provides what you want, but for easy, simple analytics I'd recommend Plausible anytime...”

Cookie use versus cookie-free tracking

“Matomo is a free and open-source but it asks the visitors to enable cookies...”

- r/PPC
- r/SEO
- r/Wordpress
- r/agency
- r/degoogle

[An example thread ↗](#)

Hotjar

Related tool



Mentioned in 20 threads

- r/Affiliatemarketing
- r/Entrepreneur
- r/GoogleAnalytics
- r/SEO
- r/SaaS

[An example thread ↗](#)

FullStory



Mentioned in 6 threads

On-page behavior vs page views

"Google Analytics told us which pages got views, but not what actually happened on them."

Privacy and GDPR comfort with session recording

"GDPR made me a bit weary."

- r/BestGitHubRepos
- r/LovedByCreators
- r/ProductManagement
- r/SaaS
- r/analytics

[An example thread ↗](#)

Cloudflare Analytics



Mentioned in 5 threads

- r/CloudFlare
- r/Ghost
- r/GoogleAnalytics
- r/SaaS
- r/blogs

[An example thread ↗](#)

09 FOUND ON GOOGLE

Reddit threads your buyers find on Google

These threads show up on the first page for searches in your category, so they keep being read long after they were posted. If one is still open, a reply there is seen for months.

WHAT TO DO WITH THIS

- 17 of the 9 threads Google shows on page 1 are still open. A reply there is read by everyone who searches for it.
- 2Start with "GA4 is steaming hot garbage and an utter failure on ..", #2 on Google for "GA4 is too complicated".

#2	top of page 1	Search: "GA4 is too complicated" GA4 is steaming hot garbage and an utter failure on ... r/GoogleAnalytics · 3 years ago · 61 comments	Open for replies
#3	top of page 1	Search: "replace Google Analytics" What is a good, lightweight, free alternative to Google ... r/webdev · 5 years ago · 84 comments	Open for replies
#3	top of page 1	Search: "how to check site traffic" If anyone needs a free tool to find out a website's traffic r/bigseo · 9 years ago · 5 comments	Closed to replies

EXAMPLE REPORT		This is a sample. Get a free one for your own site: omev.ai/tools/reddit-marketing-tool	
#4	page 1	Search: "Google Analytics alternative" Google Analytics alternatives: Which one are you using? r/SEO · 3 years ago · 106 comments	Closed to replies
#4	page 1	Search: "no cookie banner" Cookie Banners: How Do You Keep Them Compliant ... r/webdev · 2 years ago · 85 comments	Open for replies
#5	page 1	Search: "privacy-friendly web analytics" Free and privacy-compliant Analytics r/webdev · 6 years ago · 31 comments	Open for replies
#5	page 1	Search: "plausible analytics" Plausible Analytics vs. Google Analytics r/selfhosted · 3 years ago · 15 comments	Open for replies
#7	page 1	Search: "google analytics" Is it just me, or is Google Analytics not that needed r/webdev · 3 years ago · 127 comments	Open for replies
#10	page 1	Search: "plausible analytics" Plausible analytics enshittification - alternatives? db ... r/selfhosted · 4 months ago · 22 comments	Open for replies

10 HOW WE BUILT THIS

What this report is based on

469

buyer comments read

316

threads read

716

threads checked live

10

communities checked

We read public Reddit threads and comments, checked each thread live to see whether it is still open, and read each community's rules. We collected 91% of what a full report aims for. We never post anything on Reddit.

■ BEHIND THIS REPORT

This report is data. Get it for every site you work with.

Everything in this report came from one request to the Omev AI API. Your team can run the same request for your clients, your competitors or every product you manage, and get the result as a file your software reads, a PDF without our logo, or a short summary for an AI agent.

FOR YOUR CLIENTS

One report per client

Label each report with the client's name and hand over the PDF under your own brand.

INSIDE YOUR PRODUCT

Research your users can run

Show subreddits, threads to answer and buyer quotes in your own interface, from the same data.

ACROSS YOUR PORTFOLIO

Every product, every week

Run all your sites and competitors, then follow new threads and mentions weekly.

Start with one site, free

Same research, on your product.

Get free report →

Many sites a month? [Talk about volume](#) Developers: [API documentation](#)

We never post anything on Reddit. We sell analysis, not raw posts, with a link to every source.