

# the STACK

Our favourite analytics tools



## ONSITE TRACKING

### FREE

- 1. Google Analytics
- 2. Matomo
- 3. Open Web Analytics
- 4. Countly
- 5. Clicky

### PAID

- 1. Adobe Analytics
- 2. kissmetrics
- 3. Chartbeat
- 4. Google Analytics

## BONUS

- 1. hotjar (analytics, heatmaps, feedback)
- 2. crazyegg (heatmap, a/b testing)
- 3. mixpanel (analytics, a/b testing)

## A/B TESTING

### FREE

- 1. Google Optimize

### PAID

- 1. Optimizely
- 2. VWO
- 3. Adobe Target

## ON PAGE FEEDBACK

### FREE

- 1. Typeform
- 2. Survicate

### PAID

- 1. Usabilla
- 2. UserReport
- 3. Insight Stash
- 4. Qualaroo
- 5. Qualtrics

## VISUALIZATION

### FREE

- 1. Google Data Studio
- 2. Tableau public
- 3. Datawrapper
- 4. RAW

### PAID

- 1. Tableau
- 2. Power BI
- 3. Spotfire
- 4. Qlik
- 5. DOMO

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