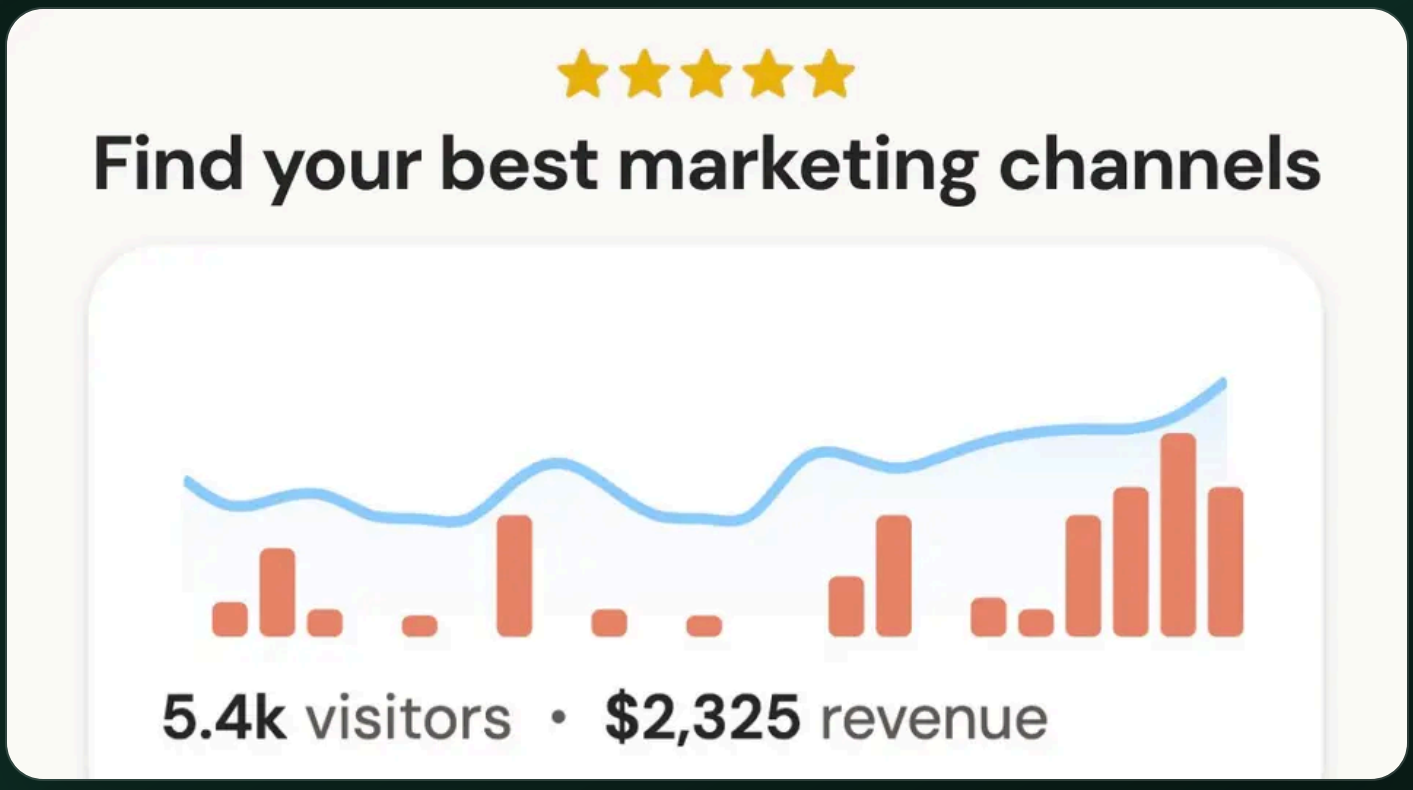
ToolGPA

NOVEMBER 2026

DataFast

The Insider's Guide

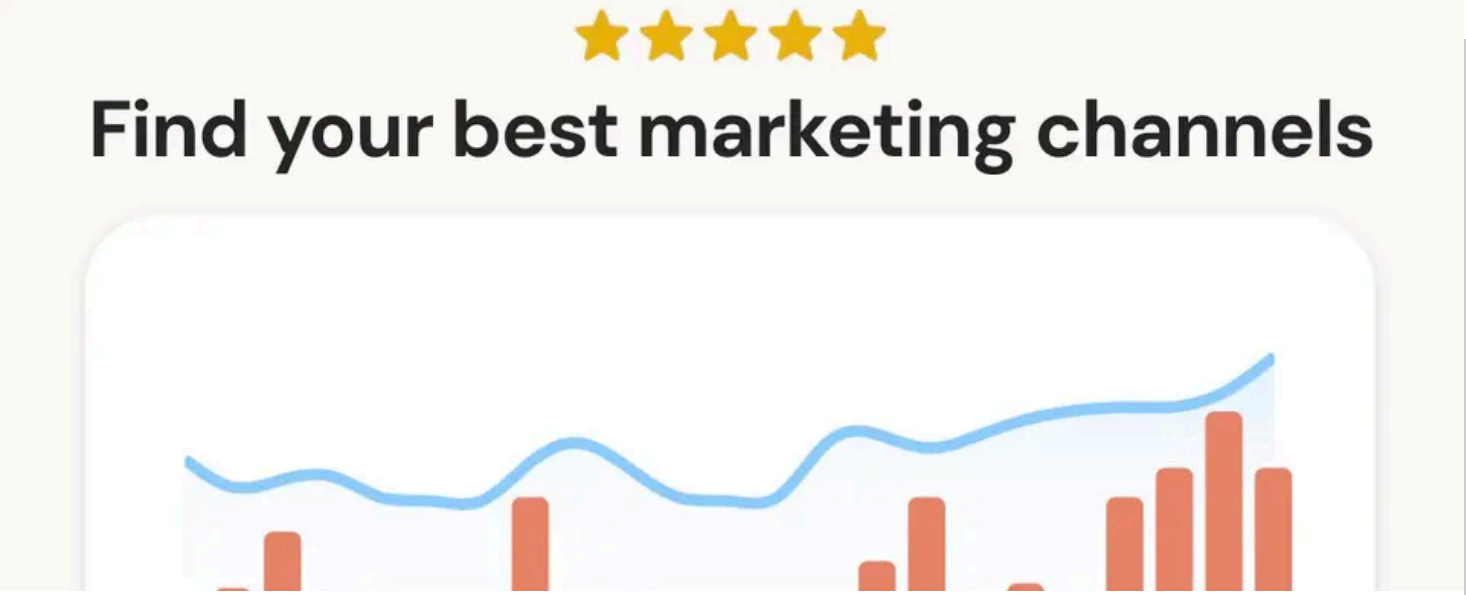
Revenue-first web analytics that ties traffic to paying customers



Every plan, grade, refund rule and rival among website and product analytics tools, read from DataFast's own pages.

Made by DataFast · checked Nov 13, 2026 · toolgpa.com

2.6
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from DataFast's own pages, its app-store listings and our grades. Every fact in it is on DataFast's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.6

GPA, above 70 of the 100 other website and product analytics tools we grade

DataFast is a hosted web analytics service built around revenue. It connects a payment processor so each sale is attributed to a traffic source, and adds goals, funnels, visitor journeys and live visitors. It offers an MCP server and CLI for AI agents, and plans are priced by monthly event volume.

To get you started, here are **9 things to know about DataFast**, taken from its own pages and our grades.

> "
>
> **A script and revenue connections to set up, and no store rating on record.**
>
> From our grade for ease of use

1 **Best for web analytics tied to revenue**

There is no free plan, and if you exceed your event tier you must upgrade to see the dashboard.

2 **Paid plans start at $9 a month**

As its pricing page puts it: $9 per month for up to 10k events, billed monthly.

3 **You can try it first**

14-day free trial, no card required

4 **It runs on Web**

Web.

5 **Revenue attribution**

Links a payment processor so revenue is attributed to traffic sources and customer segments, including revenue per visitor.

6 **Web analytics**

Traffic reports focused on what drives growth, as a simpler alternative to Google Analytics according to the vendor.

7 **Goals, funnels and journeys**

Custom goals such as signups, and the path each visitor takes from first click to conversion.

8 **A 2.6 GPA, above 70 of 100**

That is against the other website and product analytics tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

Nothing DataFast does is plain enough to make in a weekend. The 5 things listed below take a company.

DataFast at a glance

PRICING Free trial, from $9 per month for up to 10k events, billed monthly	FREE PLAN No
FREE TRIAL 14-day free trial, no card required	RUNS ON Web
MADE BY DataFast	CATEGORY Website & Product Analytics
OUR GRADE 2.6 GPA, good	

The report card

Best for web analytics tied to revenue

DataFast is web analytics that ties traffic to paying customers, from $9 a month for 10k events. There is no free plan, and if you exceed your event tier

you must upgrade to see the dashboard.

TOOLGPA REPORT CARD	DataFast	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	$9 a month for 10k events is inside the cheaper quarter of analytics tools, and the price rises with the event tier.
Free plan and trial	C	A 14-day trial with no card, and no free plan.
Features	B	Revenue attribution, goals, funnels, live visitors, an API, CLI and MCP cover the whole job of web analytics.
Ease of use	C	A script and revenue connections to set up, and no store rating on record.
Platforms and integrations	B	Web, with WordPress, Shopify, Webflow, Framer, Wix, Squarespace and Google Tag Manager.
Grade point average		Good, out of 4.0 **2.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who DataFast is for

- ✓ Fits if you run a small SaaS or store and want revenue tied to visits
- ✓ Works for people moving from Plausible

Who it is not for

- ✕ Not for you if you want a free plan, as there is none after the 14-day trial
- ✕ Tight if your traffic spikes, as past your tier you must upgrade to see the dashboard
- ✕ Watch out: social media mentions and link attribution need Growth
- ✕ Watch out: a Google Analytics import is listed as coming next, and the default script may need a cookie banner

Good to know

Good for

- ✓ Solo founders and small SaaS teams who care about revenue per channel
- ✓ Sites on WordPress, Shopify, Webflow, Framer or Wix, via plugins and apps
- ✓ Teams that want to query analytics from an AI coding agent

Worth knowing

- ⓘ There is no free plan; the 14-day trial needs no card, after which a paid plan is required.
- ⓘ Starter covers 1 website and 1 team member; social media mentions and link attribution need Growth.
- ⓘ If you exceed your event tier, tracking continues but you must upgrade to see the dashboard.
- ⓘ Data can be imported from Plausible; a Google Analytics import is listed as coming next. The default script may need a cookie banner.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$9
A month to start

DataFast is a paid product with a free trial, starting at $9 per month for up to 10k events, billed monthly.

STARTER

$9

per month for up to 10k monthly events, billed monthly

1 website, 1 team member, 3 years of data retention, 100K AI bot requests, and API, CLI and MCP access. The price rises with the event tier.

GROWTH

$19

per month for up to 10k monthly events, billed monthly

30 websites, 30 team members, 5+ years of retention, plus social media mentions and link attribution. The price rises with the event tier.

Trying it first

14-day free trial, no card required

Read from datafa.st on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

2 months free with yearly billing

The pricing section's Yearly toggle carries a '2 months free' label; the yearly price itself is not shown in the page text.

Stated on datafa.st

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Revenue-first web analytics that ties traffic to paying customers. Here is what it does, as its own site describes it, and what it covers: public API, AI features, dashboards, web analytics.

> **Revenue attribution, goals, funnels, live visitors, an API, CLI and MCP cover the whole job of web analytics.**
>
> From our grade for features

Revenue attribution

Links a payment processor so revenue is attributed to traffic sources and customer segments, including revenue per visitor.

Web analytics

Traffic reports focused on what drives growth, as a simpler alternative to Google Analytics according to the vendor.

Goals, funnels and journeys

Custom goals such as signups, and the path each visitor takes from first click to conversion.

Live visitors

Real-time visitor view with an API for acting on it.

MCP server and CLI

Connects to Cursor, Claude Code or Codex so traffic and revenue can be queried in plain English.

Cookie or cookieless script

The default script uses cookies; a cookieless script exists but is less accurate for long-term revenue attribution because identifiers rotate about every 24 hours.

Where it runs

Web

What it works with

WordPress · Shopify · Webflow · Framer · Wix · Squarespace · Google Tag Manager · Plausible

DataFast is made by DataFast.

Where it stands

Its grades against its category, and whether to keep it or make your own

70/100

Other website and product analytics tools it is graded above

DataFast's GPA of 2.6 is higher than 70 of the 100 other website and product analytics tools we grade, and level with 14.

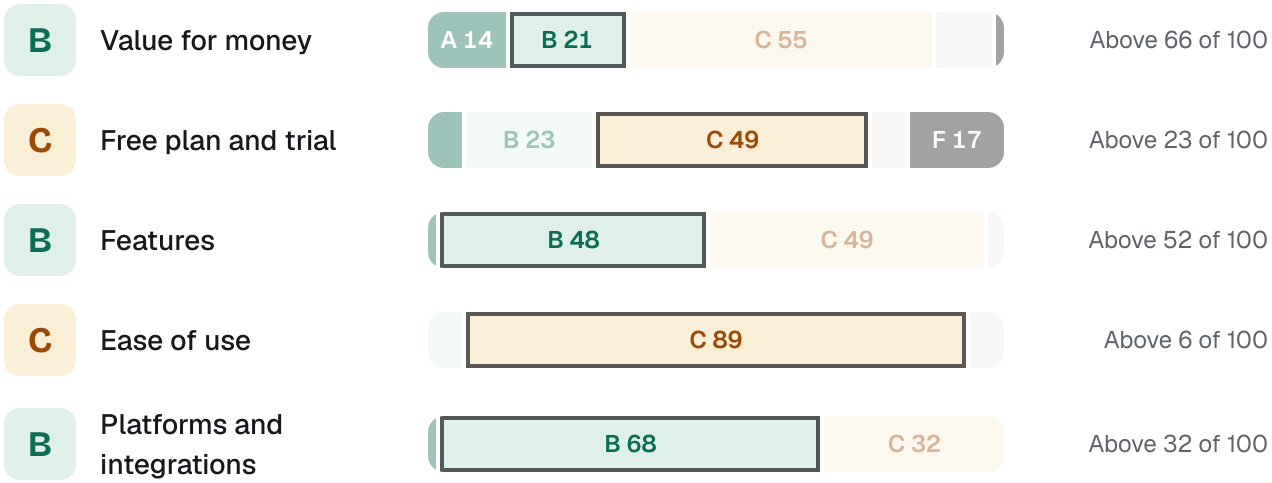
It stands best on value for money (B, above 66 of 100) and worst on ease of use (C, above 6).

Its paid plans start at $9 a month, against a middle price of $25 for the category: 8 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

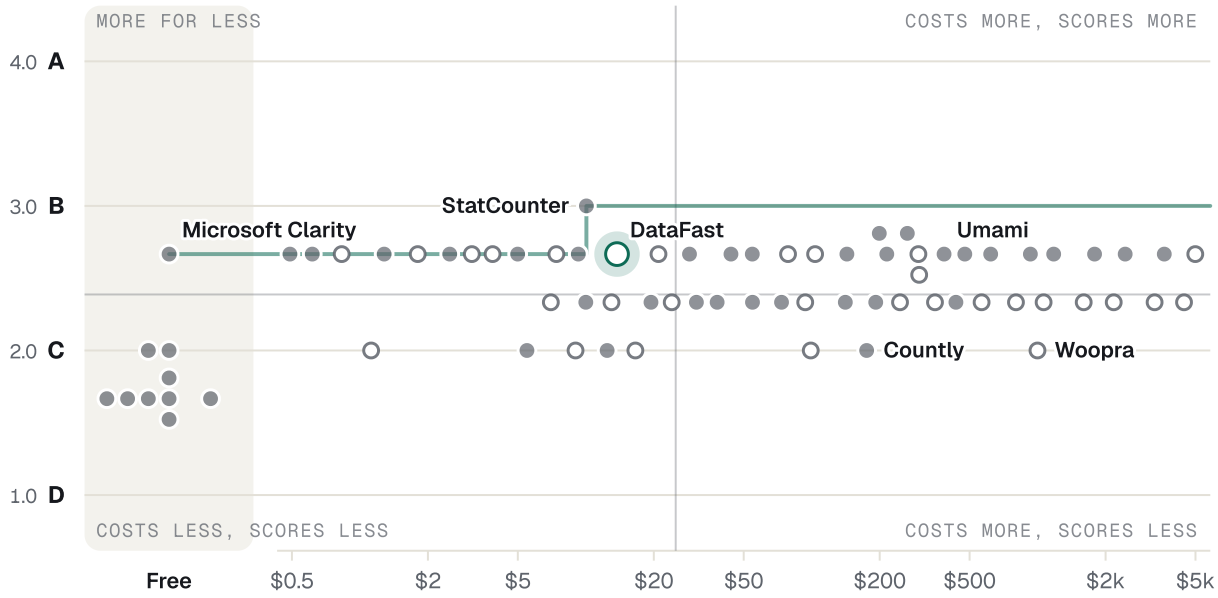
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. DataFast's own letter is outlined.



Price against what you get

Each dot is one of 74 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. DataFast is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

Nothing DataFast does is plain enough to make in a weekend. The 5 things listed below take a company.

It is one of the better ones too: its GPA of 2.6 is higher than 70 of the 100 other website and product analytics tools we grade. It costs $108 a year.

What you could not

- ✕ A tracking script and a database that counts every visit.
- ✕ Connections that pull numbers from dozens of other services.

- ✕ It plugs into other products, WordPress, Shopify and Webflow among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. DataFast's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Plausible, Fathom Analytics, Simple Analytics, Zenovay and PostHog

The 5 tools DataFast is most often weighed against, with where each one differs from it.

2.4 GPA

Plausible

Free plan · from $7.50/mo

Cookie-free, privacy-first website analytics made and hosted in the EU.

- Plausible has a free plan. DataFast does not, though it has a free trial.
- Plausible is open source and self-hostable, according to its own site.
- DataFast also covers dashboards.

DataFast and Plausible compared in full

2.4 GPA

Fathom Analytics

Free trial · from $12.50/mo

Cookie-free, privacy-first website analytics priced by pageviews.

- DataFast also covers dashboards.
- Fathom Analytics also covers reports.

DataFast and Fathom Analytics compared in full



2.6
GPA

Simple Analytics

Free plan · from $20/mo

Cookieless web analytics hosted in the EU.

- Simple Analytics has a free plan. DataFast does not, though it has a free trial.
- DataFast also covers dashboards.
- Simple Analytics also covers reports.

DataFast and Simple Analytics compared in full



2.4
GPA

Zenovay

Free plan · from $20/mo

Cookieless web analytics that traces revenue back to its source.

- Zenovay has a free plan. DataFast does not, though it has a free trial.
- DataFast also covers dashboards.
- Zenovay also covers reports, session replay and a/B testing.

DataFast and Zenovay compared in full



3.2
GPA

PostHog

Free plan · from $0.00005

Open-source product analytics with replays, flags and surveys.

- PostHog has a free plan. DataFast does not, though it has a free trial.
- PostHog is open source and self-hostable, according to its own site.
- DataFast also covers dashboards.

DataFast and PostHog compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is DataFast free?

No, DataFast is a paid product, but you can try it first. 14-day free trial, no card required.

How much does DataFast cost?

DataFast lists 2 plans. Starter: $9 per month for up to 10k monthly events, billed monthly.

What platforms does DataFast work on?

DataFast is available on Web.

Does DataFast offer any discounts?

DataFast publicly lists the following: 2 months free with yearly billing.

Does DataFast have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. DataFast is listed for Web.

Does DataFast have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. DataFast is listed for Web.

Is DataFast open source?

DataFast is not described as open source on its own site, as read on Nov 13, 2026.

Does DataFast have an API?

Yes. DataFast offers a public API, according to its own site.

What does DataFast integrate with?

DataFast's listing names WordPress, Shopify, Webflow, Framer, Wix, Squarespace, Google Tag Manager and Plausible.

Who makes DataFast?

DataFast is made by a company of the same name.

What are the alternatives to DataFast?

The closest alternatives to DataFast in our directory are Plausible, Fathom Analytics, Simple Analytics, Zenovay and PostHog.

How does DataFast compare with other website and product analytics tools?

DataFast's GPA of 2.6 is higher than 70 of the 100 other website and product analytics tools we grade, and level with 14.

Is DataFast good value for money?

ToolGPA grades DataFast B for value for money. Its paid plans start at $9 a month, against a middle price of $25 for the category: 8 of the 63 others that charge start lower.

Could I make my own version of DataFast?

Nothing DataFast does is plain enough to make in a weekend. The 5 things listed below take a company.

Where this guide comes from

The prices, plans, platforms and features were read from DataFast's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from DataFast's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by DataFast. Prices change, so check datafa.st before you buy.

datafa.st/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

DataFast, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/datafast

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "DataFast: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/datafast
```

Know someone choosing between website and product analytics tools?

Send them this guide:
toolgpa.com/tools/datafast/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after DataFast, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 101 website and product analytics tools we grade, compared

Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

3.4 GPA

Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

3.2 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what DataFast's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. DataFast is a trademark of its owner, and this guide is not made, paid for or approved by DataFast. Prices and plans change: check datafa.st before you buy.