ToolGPA

NOVEMBER 2026

etracker

The Insider's Guide

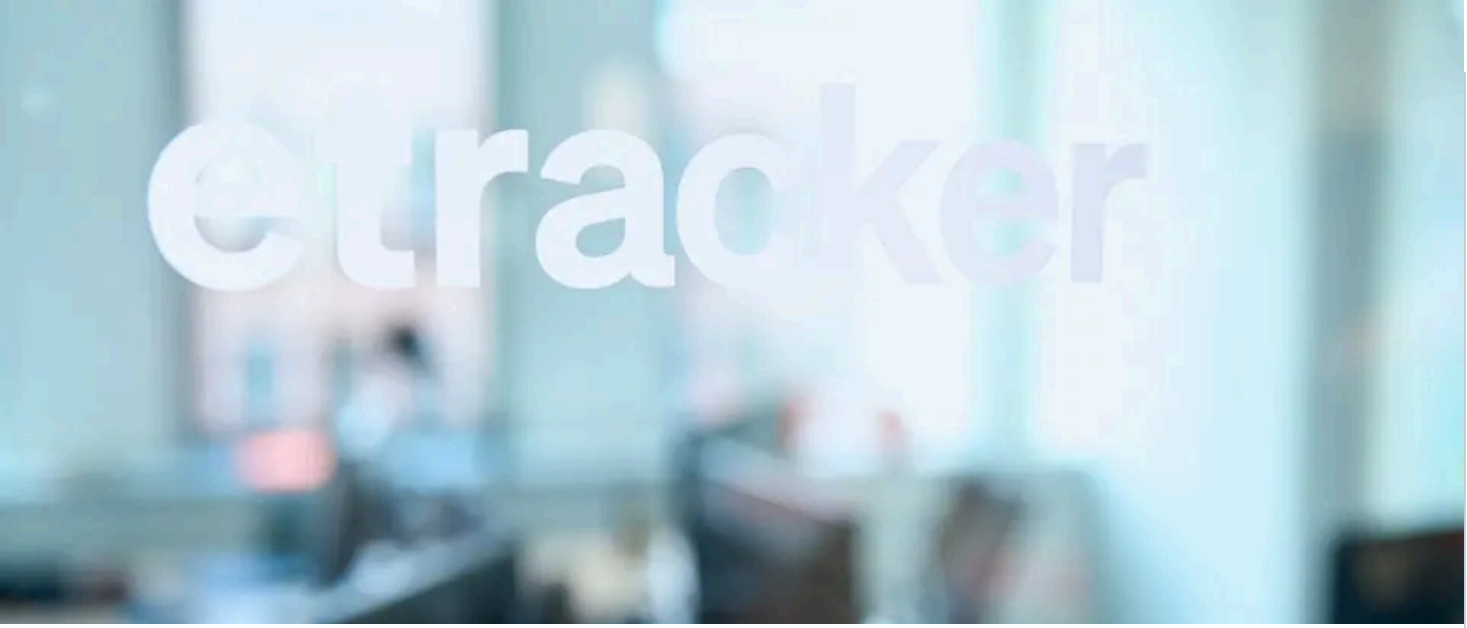
Cookieless web analytics hosted in Germany, with tag and consent tools



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

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

2.6
GPA



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

ToolGPA put this guide together from etracker's own pages, its app-store listings and our grades. Every fact in it is on etracker'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

etracker is a web analytics service that says it can run without cookie consent and stores data in Germany. It covers on-site, store, UX and marketing analysis, with conversion upload to ad platforms. A tag manager and a consent manager are sold as separate modules.

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

> "
>
> **Tracking runs on your own domain and you set up goals and reports yourself.**
>
> From our grade for ease of use

1 **Best for cookieless analytics for European sites**

etracker tracks without cookies and says it needs no consent banner.

2 **Paid plans start at about $12.07 a month**

As its pricing page puts it: €10.80 per month for 25,000 hits, 12-month minimum, paid in advance.

3 **You can try it first**

30-day free test without obligation

4 **It runs on Web**

Web.

5 **Consent-free tracking**

Cookieless session tracking that the vendor says was independently tested as GDPR and ePrivacy compliant without a consent banner.

6 **Store and UX analysis**

Measures product lists through to orders, and records scrolling so results can be projected onto your pages as a scrollmap.

7 **Server-side conversion upload**

Sends conversions to Google Ads, Meta, Microsoft and TikTok Ads from the server, on the Pro edition and above.

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**

The plain part of etracker you could make: reports. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

etracker at a glance

PRICING
Free trial, from €10.80 per month for 25,000 hits, 12-month minimum, paid in advance

FREE PLAN
No

FREE TRIAL
30-day free test without obligation

RUNS ON
Web

MADE BY
etracker

CATEGORY
Website & Product Analytics

OUR GRADE
2.6 GPA, good

The report card

Best for cookieless analytics for European sites

etracker tracks without cookies and says it needs no consent banner. It starts at 10.80 euros a month for 25,000 hits, but only on a 12-month contract paid in advance, and raw data access costs extra.

TOOLGPA REPORT CARD	etracker	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	10.80 euros a month for 25,000 hits is inside the cheaper quarter, which starts at $13, though not under 60% of it. Pro is 22.80 euros.
Free plan and trial	C	A 30-day trial with no obligation. No free plan, and the listing does not say if a card is needed.
Features	B	Cookieless tracking, e-commerce and marketing reports, scrollmaps, server-side conversion upload and exports. The core work is covered, though Basic leaves out the shop reports.
Ease of use	C	No store rating on record. Tracking runs on your own domain and you set up goals and reports yourself.
Platforms and integrations	B	Web only, with Google Ads, Meta, Microsoft and TikTok Ads, Looker Studio and Power BI.
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 etracker is for

- ✓ Fits if you want analytics without a consent banner
- ✓ Works for European shops that need conversion upload to ad platforms

Who it is not for

- ✕ Tight if you want to pay monthly, because every plan has a 12-month minimum paid in advance
- ✕ Pricey if traffic grows, as billing follows hits (about 4.5 per visit) and overflow costs extra
- ✕ Watch out: raw data (49 euros a month) and B2B recognition on Basic (49 euros) are add-ons
- ✕ Watch out: tag manager and consent manager are separate modules, and the interface is German and English only

Good to know

Good for

- ✓ European sites that want analytics hosted in the EU
- ✓ Online stores that need conversion data sent to ad platforms

Worth knowing

- ⓘ Prices are in euros, excluding VAT, with a minimum contract of 12 months and the fee payable in advance.
- ⓘ Billing follows hits per month (about 4.5 hits per visit); going over costs an overflow fee per thousand hits.
- ⓘ Raw data access costs €49 a month extra and B2B recognition on Basic costs €49 a month extra.
- ⓘ Tag manager and consent manager are separate modules; the interface is in German and English.

PART 02 · PRICING

What it costs

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

~$12.07

A month to start

etracker is a paid product with a free trial, starting at €10.80 per month for 25,000 hits, 12-month minimum, paid in advance.

> **No free plan, and the listing does not say if a card is needed.**

From our grade for free plan and trial

BASIC

€10.80

per month for 25,000 hits, 12-month minimum

For blogs and content sites: consent-free cookieless tracking, dashboard, core reports, own tracking domain.

PRO

€22.80

per month for 25,000 hits, 12-month minimum

Adds e-commerce, marketing and customer journey reports, conversion upload to ad platforms, scrollmap and form analysis.

ENTERPRISE

€58.80

per month for 50,000 hits, 12-month minimum

Adds Report Builder, a REST reporting interface with Looker Studio connector, app tracking and unlimited co-users.

Trying it first

30-day free test without obligation

Read from etracker.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Cookieless web analytics hosted in Germany, with tag and consent tools. Here is what it does, as its own site describes it, and what it covers: public API, reports, dashboards, web analytics, a/B testing.

> **Cookieless tracking, e-commerce and marketing reports, scrollmaps, server-side conversion upload and exports.**
>
> From our grade for features

Consent-free tracking

Cookieless session tracking that the vendor says was independently tested as GDPR and ePrivacy compliant without a consent banner.

Store and UX analysis

Measures product lists through to orders, and records scrolling so results can be projected onto your pages as a scrollmap.

Server-side conversion upload

Sends conversions to Google Ads, Meta, Microsoft and TikTok Ads from the server, on the Pro edition and above.

Tracking via your own domain

Tracking can run through a separate subdomain to reduce data loss from ad blockers and browser cookie limits.

Reporting and data export

Dynamic drill-downs, behavioral segments, BI and data warehouse sync, plus exports to CSV, Excel and PDF.

Where it runs

Web

What it works with

Google Ads
Meta Ads
Microsoft Ads
TikTok Ads
Looker Studio
Power BI
LinkedIn

etracker is made by etracker.

PART 04 · STANDING

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

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

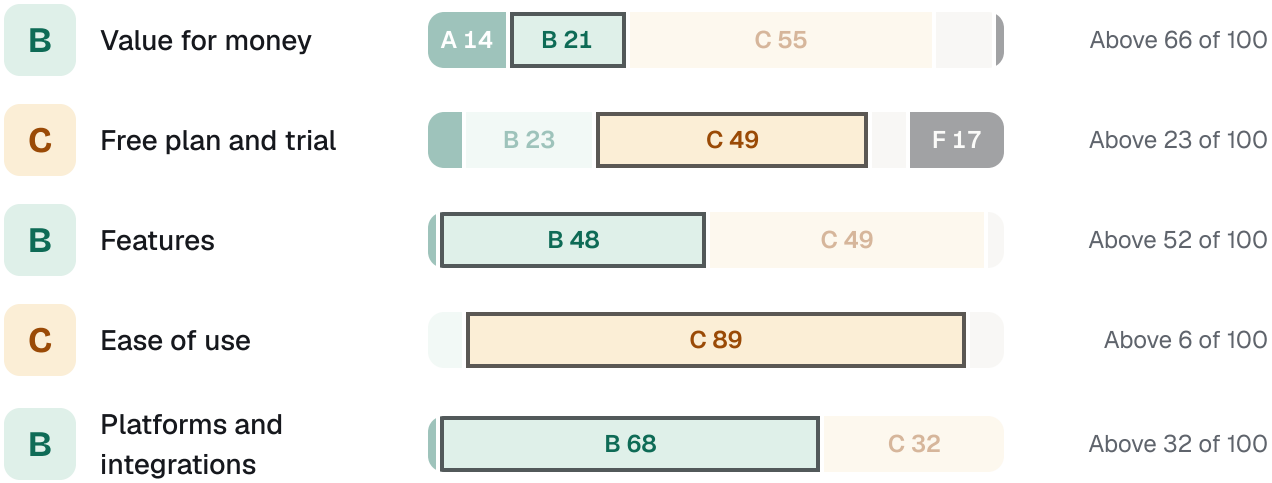
It stands best on value for money (B, above 66 of 100) and worst on ease of use (C, above 6).

Its paid plans start at about $12.07 a month, against a middle price of $25 for the category: 18 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

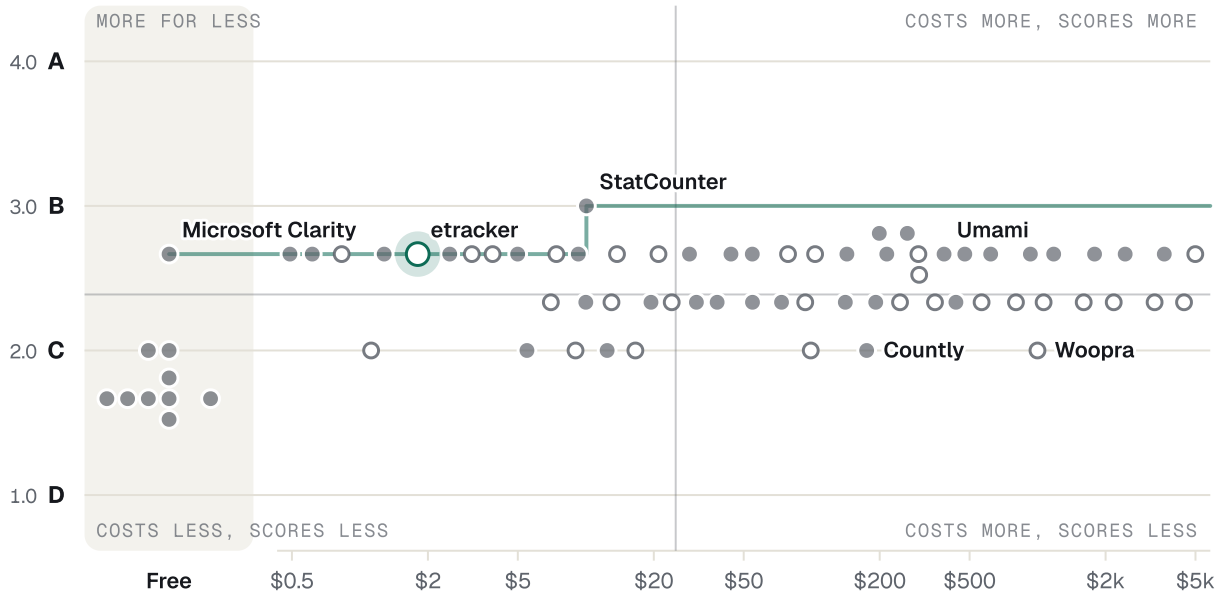
Each grade against the category

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

The plain part of etracker you could make: reports. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

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 $144.79 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- A tracking script and a database that counts every visit.

- Connections that pull numbers from dozens of other services.
- Splitting visitors between versions and telling you which won.
- It plugs into other products, Google Ads, Meta Ads and Microsoft Ads among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. etracker'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



Matomo, Piwik PRO, Plausible, Fathom Analytics and Google Analytics

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

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

Matomo

2.4 GPA

Free plan · from $26/mo

Open-source web analytics you can host yourself or in Matomo's cloud.

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

etracker and Matomo compared in full

Piwik PRO

2.2 GPA

Free trial · from €36/mo

Privacy-focused analytics suite with tag and consent management.

- etracker also covers a/B testing.

etracker and Piwik PRO compared in full



2.4
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Plausible

Free plan · from $7.50/mo

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

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

etracker 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.

- etracker also covers dashboards and a/B testing.

etracker and Fathom Analytics compared in full



3.4
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Google Analytics

Free plan

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

- Google Analytics has a free plan. etracker does not, though it has a free trial.
- Only Google Analytics lists iOS and Android apps.
- etracker also covers dashboards and a/B testing.

etracker and Google Analytics compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 etracker free?

No, etracker is a paid product, but you can try it first. 30-day free test without obligation.

How much does etracker cost?

etracker lists 3 plans. Basic: €10.80 per month for 25,000 hits, 12-month minimum.

What platforms does etracker work on?

etracker is available on Web.

Does etracker have an Android app?

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

Does etracker have an iPhone app?

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

Is etracker open source?

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

Does etracker have an API?

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

What does etracker integrate with?

etracker's listing names Google Ads, Meta Ads, Microsoft Ads, TikTok Ads, Looker Studio, Power BI and LinkedIn.

Who makes etracker?

etracker is made by a company of the same name.

What are the alternatives to etracker?

The closest alternatives to etracker in our directory are Matomo, Piwik PRO, Plausible, Fathom Analytics and Google Analytics.

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

etracker'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 etracker good value for money?

ToolGPA grades etracker B for value for money. Its paid plans start at about $12.07 a month, against a middle price of $25 for the category: 18 of the 63 others that charge start lower.

Could I make my own version of etracker?

The plain part of etracker you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from etracker'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 etracker'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 etracker. Prices change, so check etracker.com before you buy.

etracker.com/en/prices/

etracker.com/en/

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

etracker, kept up to date

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

toolgpa.com/tools/etracker

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:

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ToolGPA, "etracker: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/etracker
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Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after etracker, 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 etracker'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. etracker is a trademark of its owner, and this guide is not made, paid for or approved by etracker. Prices and plans change: check etracker.com before you buy.