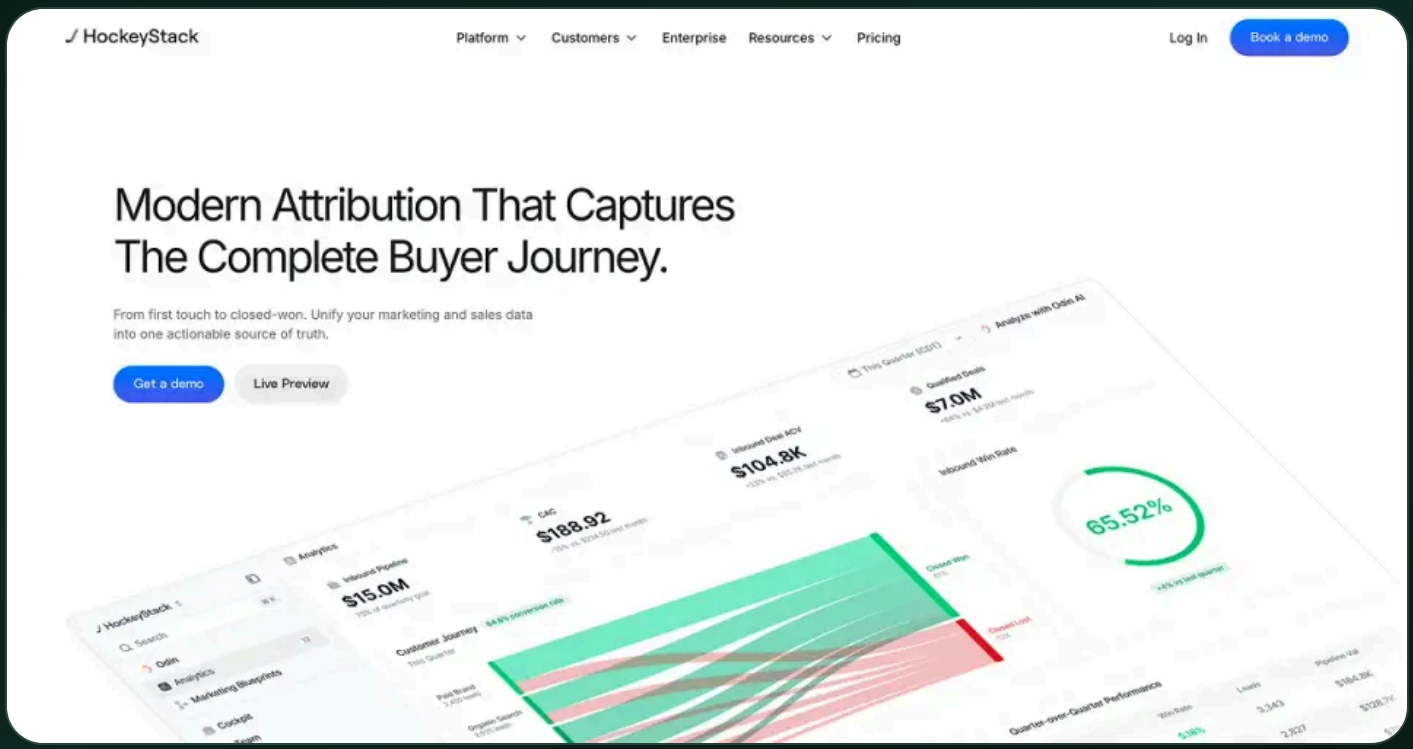
ToolGPA

NOVEMBER 2026

HockeyStack

The Insider's Guide

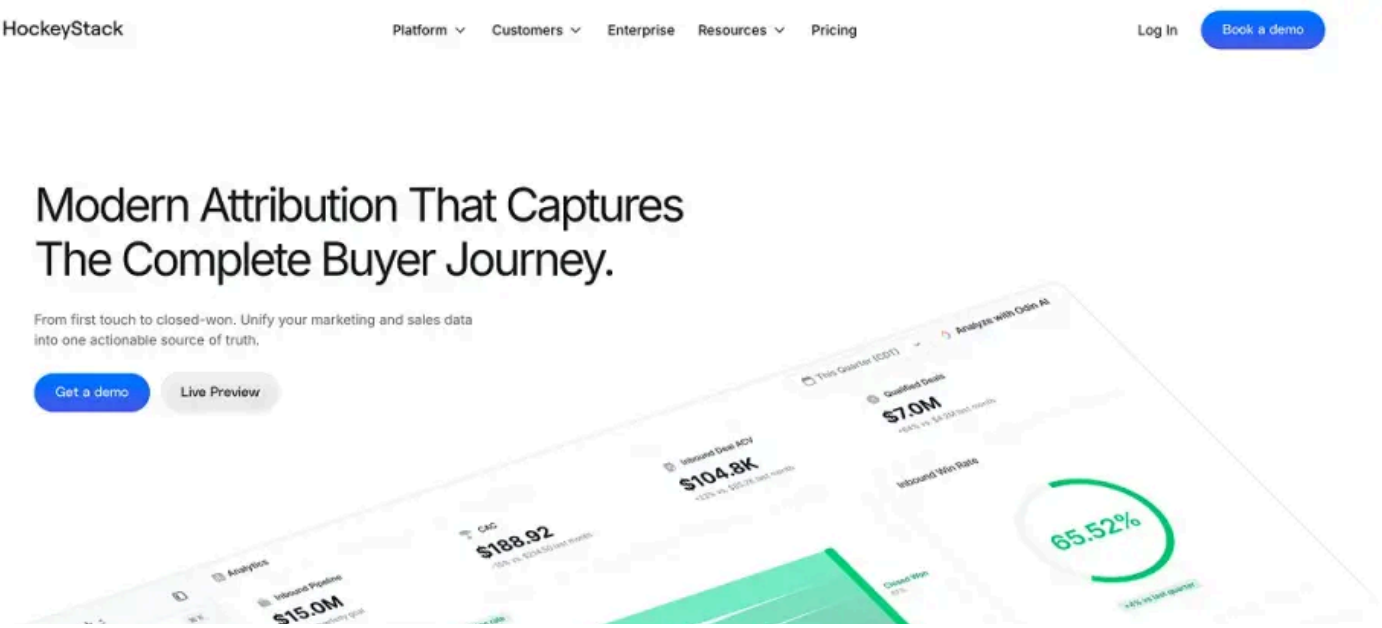
B2B revenue attribution and go-to-market analytics



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

Made by HockeyStack, Inc. · checked Nov 12, 2026 · toolgpa.com

1.8
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 HockeyStack's own pages, its app-store listings and our grades. Every fact in it is on HockeyStack's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

1.8

GPA, above 8 of the 100 other website and product analytics tools we grade

HockeyStack is a B2B analytics platform that connects marketing, sales and revenue data to show the buyer journey from first anonymous touch to closed-won. It offers multi-touch attribution, lift reports, custom dashboards and an AI assistant called Odin.

To get you started, here are **7 things to know about HockeyStack**, taken from its own pages and our grades.

1 **Best for B2B revenue attribution for go-to-market teams**

The pricing page is a form to book a call, and access starts with a demo.

2 **It runs on Web**

Web.

3 **Buyer journey view**

Shows every interaction from first anonymous touch to closed-won; the vendor says cookieless tracking captures the dark funnel.

4 **Multi-touch attribution**

Apply any attribution model and compare how each credits channels side by side.

5 **Lift and incrementality reports**

Compare exposed and unexposed accounts to see which campaigns drive conversions.

6 **A 1.8 GPA, above 8 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.

7

Keep it

The plain part of HockeyStack you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

HockeyStack at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY HockeyStack, Inc.	CATEGORY Website & Product Analytics
OUR GRADE 1.8 GPA, weak	

The report card

Best for B2B revenue attribution for go-to-market teams

HockeyStack shows the buyer journey and multi-touch attribution for B2B teams. The pricing page is a form to book a call, and access starts with a demo. It's not for counting website visits.

TOOLGPA REPORT CARD — **HockeyStack** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; the pricing page is a booking form. With nothing to compare, it sits in the middle.

SUBJECT	GRADE	COMMENT
Free plan and trial	F	No free plan or free trial is on record for it.
Features	C	Buyer journeys, multi-touch attribution, lift reports, custom dashboards and syncing. Aimed at B2B go-to-market teams.
Ease of use	C	No rating on record. Onboarding starts with a demo.
Platforms and integrations	B	Web, with Salesforce and HubSpot syncing.
Grade point average		Weak, out of 4.0 **1.8**

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 HockeyStack is for

- ✓ Fits if you run B2B marketing and sales and want attribution in one place
- ✓ Works for teams on Salesforce or HubSpot

Who it is not for

- ✗ Not for you if you only want to count visitors
- ✗ Skip it if you need a price first, as the pricing page is a booking form
- ✗ Tight if you want to try it: there's no free plan or trial
- ✗ Watch out: you can't see the product without a demo request

Good to know

Good for

- ✓ B2B revenue and marketing teams measuring pipeline impact
- ✓ GTM operations teams reconciling CRM and ad platform data

Worth knowing

- ⓘ No prices are published; the pricing page is a form to book a call with the team.
- ⓘ It is aimed at B2B go-to-market teams, not at simple website traffic counting.
- ⓘ Access starts with a demo request.

What it costs

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

HockeyStack's current pricing could not be confirmed from its own site.

> **No price is published; the pricing page is a booking form.**
>
> From our grade for value for money

We could not confirm HockeyStack’s current prices from its own site, so this guide lists no plans. hockeystack.com has them.

What it does

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

1

Place it runs: Web

B2B revenue attribution and go-to-market analytics. Here is what it does, as its own site describes it, and what it covers: AI features, reports, dashboards, web analytics.

> **Buyer journeys, multi-touch attribution, lift reports, custom dashboards and syncing.**

From our grade for features

Buyer journey view

Shows every interaction from first anonymous touch to closed-won; the vendor says cookieless tracking captures the dark funnel.

Multi-touch attribution

Apply any attribution model and compare how each credits channels side by side.

Lift and incrementality reports

Compare exposed and unexposed accounts to see which campaigns drive conversions.

Custom reports and dashboards

Build reports on your own business logic across attribution models, scoring weights and campaign groupings, with no SQL.

Two-way data syncing

Syncs with CRM, ad platforms and warehouse, and pushes conversion data back to those tools.

Where it runs

Web

What it works with

Salesforce HubSpot

HockeyStack is made by HockeyStack, Inc.

Where it stands

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

8/100

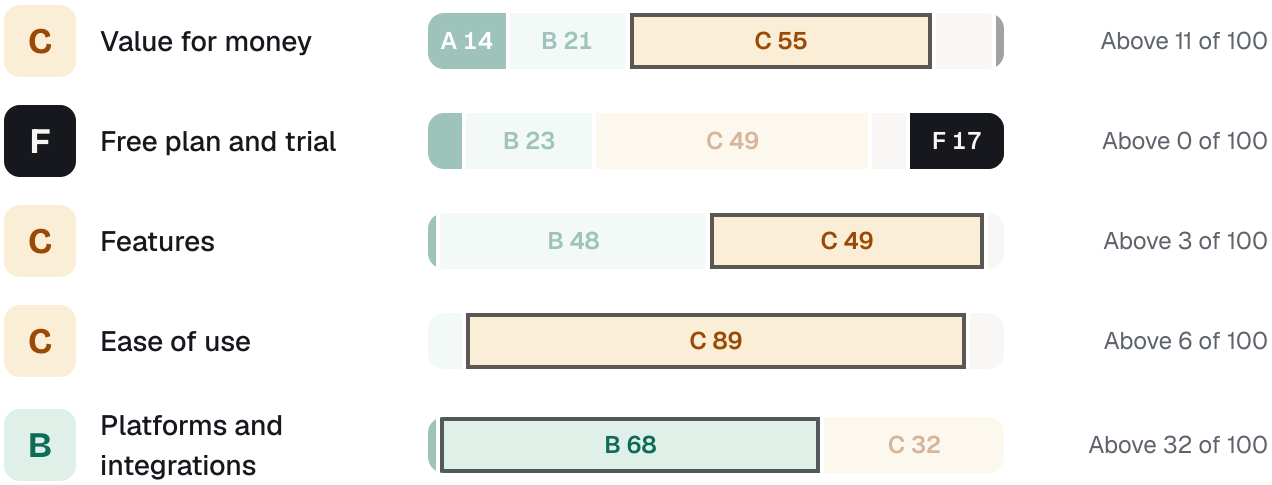
Other website and product analytics tools it is graded above

HockeyStack's GPA of 1.8 is higher than 8 of the 100 other website and product analytics tools we grade, and level with 9.

It stands best on platforms and integrations (B, above 32 of 100) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 HockeyStack you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 83 of the 100 other website and product analytics tools grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- Connections that pull numbers from dozens of other services.
- A tracking script and a database that counts every visit.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. HockeyStack'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



Dreamdata, Usermaven, Mixpanel, Amplitude and Segment

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

2.2 GPA

Dreamdata

Free plan · from $0/mo

B2B attribution and go-to-market analytics.

- Dreamdata has a free plan. HockeyStack does not.

HockeyStack and Dreamdata compared in full

1.6 GPA

Usermaven

Paid

Marketing attribution and web and product analytics.

HockeyStack and Usermaven compared in full



3.0
GPA

Mixpanel

Free plan · from $100/mo

Event-based product analytics with replays, flags and experiments.

- Mixpanel has a free plan. HockeyStack does not.
- HockeyStack also covers reports and dashboards.
- Mixpanel also covers session replay and a/B testing.

HockeyStack and Mixpanel compared in full



3.0
GPA

Amplitude

Free plan · from $900/yr

Product analytics with session replay, experiments and in-app guides.

- Amplitude has a free plan. HockeyStack does not.
- HockeyStack also covers reports and dashboards.
- Amplitude also covers surveys, session replay and a/B testing.

HockeyStack and Amplitude compared in full



2.4
GPA

Segment

Free trial

Customer data platform from Twilio that collects and routes events.

- HockeyStack also covers reports, dashboards and web analytics.
- Segment also covers workflow automation.

HockeyStack and Segment compared in full

Quick answers

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

10

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 HockeyStack free?

No. HockeyStack is a paid product.

What platforms does HockeyStack work on?

HockeyStack is available on Web.

Does HockeyStack have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. HockeyStack is listed for Web.

Does HockeyStack have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. HockeyStack is listed for Web.

Is HockeyStack open source?

HockeyStack is not described as open source on its own site, as read on Nov 12, 2026.

What does HockeyStack integrate with?

HockeyStack's listing names Salesforce and HubSpot. A listing names up to eight integrations, so it may connect to more.

Who makes HockeyStack?

HockeyStack is made by HockeyStack, Inc.

What are the alternatives to HockeyStack?

The closest alternatives to HockeyStack in our directory are Dreamdata, Usermaven, Mixpanel, Amplitude and Segment.

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

HockeyStack's GPA of 1.8 is higher than 8 of the 100 other website and product analytics tools we grade, and level with 9.

Could I make my own version of HockeyStack?

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

Where this guide comes from

The prices, plans, platforms and features were read from HockeyStack's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from HockeyStack's own pages on 12 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 HockeyStack, Inc. Prices change, so check hockeystack.com before you buy.

hockeystack.com/pricing

hockeystack.com

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

HockeyStack, kept up to date

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

toolgpa.com/tools/hockeystack

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, "HockeyStack: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/hockeystack
```

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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