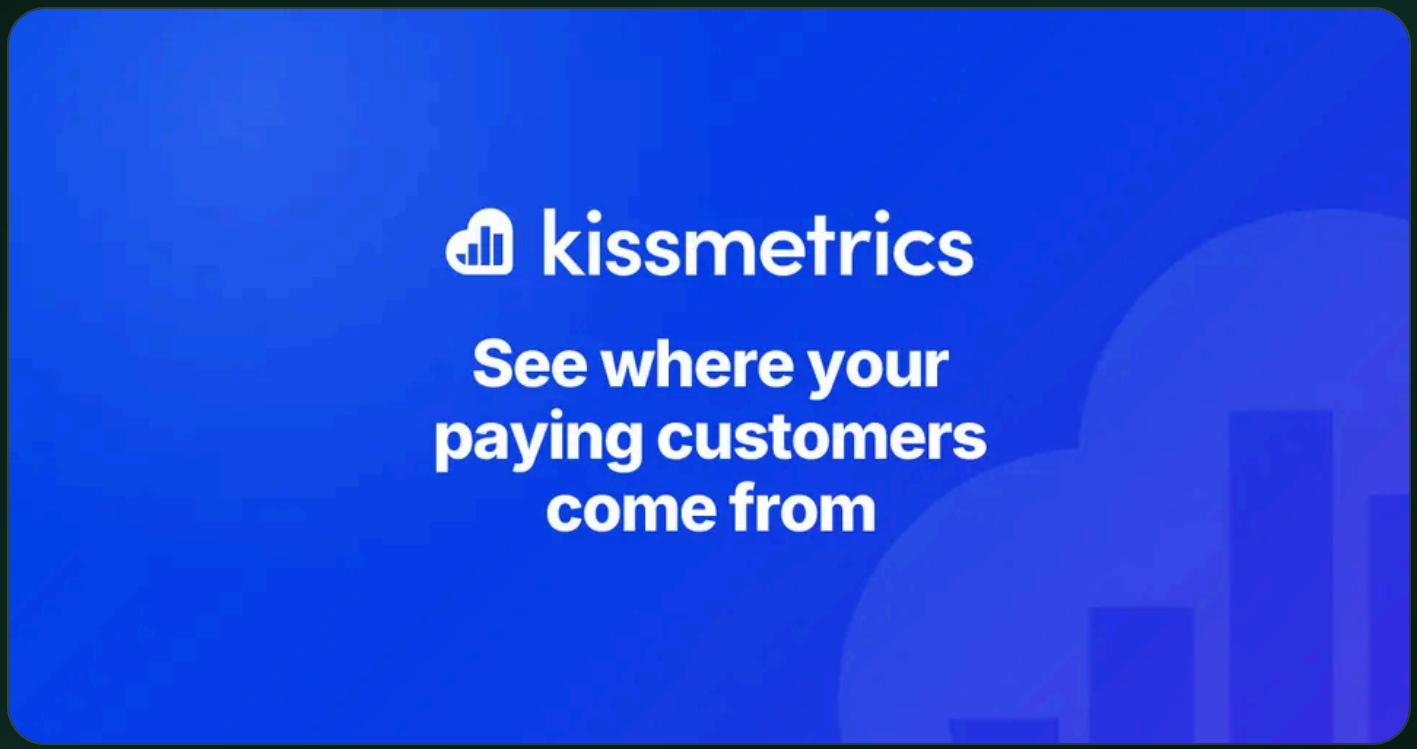
ToolGPA

NOVEMBER 2026

Kissmetrics

The Insider's Guide

Person-based web and product analytics tied to revenue



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

Made by Kissmetrics · checked Nov 12, 2026 · toolgpa.com

2.4
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 Kissmetrics's own pages, its app-store listings and our grades. Every fact in it is on Kissmetrics'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

2.4

GPA, above 55 of the 100 other website and product analytics tools we grade

Kissmetrics is a person-based analytics service that follows each visitor across devices from first click to payment. It ships ready-made reports for funnels, campaign performance, cohorts and A/B tests, a plain-English chat for questions, and versions of its setup for SaaS, online stores and lead generation.

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

1 **Best for tracking customers by person, with revenue**

Kissmetrics tracks people rather than visits, with funnels, cohorts, revenue and A/B test reports.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month for 500,000 events, billed monthly.

3 **There is a free plan**

100,000 events a month and 3 seats, with funnels, activity reports, chat, dashboards, live view and API access.

4 **It runs on Web**

Web.

5 **Tracking by person**

Follows a person across devices rather than counting visits, so a campaign click can be tied to a later signup and payment.

6 **Performance report**

Puts campaign, signup and revenue on the same person, with credit given by first touch, last touch or any touch. Growth plan only.

7 **Funnels and activity reports**

Ready-made reports show where people drop off step by step and any tracked action over time. Both are on the free plan.

8 **A 2.4 GPA, above 55 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 Kissmetrics you could make: reports. What surrounds it you could not. The 6 things listed below take a company, not a weekend.

Kissmetrics at a glance

PRICING
Free plan, from $99 per month for 500,000 events, billed monthly

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Kissmetrics

CATEGORY
Website & Product Analytics

OUR GRADE
2.4 GPA, fair

The report card

Best for tracking customers by person, with revenue

Kissmetrics tracks people rather than visits, with funnels, cohorts, revenue and A/B test reports. The free plan is 100,000 events a month with 3 seats. The price follows events, and the campaign report and exports need Growth at $99 a month.

TOOLGPA REPORT CARD

Kissmetrics

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$99 a month for 500,000 events, above the category's middle of $32, up to $499 at 5 million.
Free plan and trial	B	Free for 100,000 events a month, 3 seats and 3 integrations, with funnels, dashboards and API access.
Features	B	Tracking by person, funnels, activity reports, cohorts, revenue and A/B reports, plus plain-English questions. The listing shows no gap in the core job.
Ease of use	C	No rating on record. You install tracking and define events.
Platforms and integrations	C	Web only, with an API. The listing names no integrations.
Grade point average		Fair, out of 4.0 **2.4**

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 Kissmetrics is for

- ✓ Fits if you want to follow individual customers through signup and payment
- ✓ Works for small SaaS teams that stay under 100,000 events

Who it is not for

- ✗ Tight if you stay free: 100,000 events, 3 seats and 3 integrations
- ✗ Pricey if you grow, since price follows events and one signup visit can count as six
- ✗ Watch out: the campaign report, AI-assistant visitors and exports need Growth
- ✗ Watch out: above 5 million events there's no listed price

Good to know

Good for

- ✓ SaaS and online-store teams that want revenue per campaign, not only visits
- ✓ Small teams that want to test on their own data before paying

Worth knowing

- ⓘ The campaign Performance report, AI-assistant visitor report and exports need the paid Growth plan.
- ⓘ Price follows events tracked, and a visitor who views five pages and signs up counts as six events.
- ⓘ The free plan allows 3 seats and up to 3 active integrations; Growth is unlimited on both.
- ⓘ Above 5 million events a month there is no listed price.

PART 02 · PRICING

What it costs

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

$99

A month to start. There is a free plan too

Kissmetrics has a free plan. Paid plans start at $99 per month for 500,000 events, billed monthly.

FREE

$0

100k events a month, 3 seats, up to 3 active integrations, funnels, activity reports, chat, dashboards and API access.

GROWTH

$99

per month for up to 500,000 events, billed monthly

Unlimited seats and integrations, every report, exports. $198 at 1M events, $299 at 2M, $449 at 3M and $499 at 5M a month.

The free plan

100,000 events a month and 3 seats, with funnels, activity reports, chat, dashboards, live view and API access.

Read from kissmetrics.io on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off when billed annually

The pricing page says Growth is 20% cheaper when billed annually, for example $239 a month billed yearly at 2M events against $299 monthly.

Stated on kissmetrics.io

What it does

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

1

Place it runs: Web

Person-based web and product analytics tied to revenue. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, dashboards, web analytics, a/B testing.

> **Tracking by person, funnels, activity reports, cohorts, revenue and A/B reports, plus plain-English questions.**
>
> From our grade for features

Tracking by person

Follows a person across devices rather than counting visits, so a campaign click can be tied to a later signup and payment.

Performance report

Puts campaign, signup and revenue on the same person, with credit given by first touch, last touch or any touch. Growth plan only.

Funnels and activity reports

Ready-made reports show where people drop off step by step and any tracked action over time. Both are on the free plan.

Ask in plain English

A chat answers questions such as where customers come from and opens the matching report. The pricing page lists it on the free plan.

Visitors from AI assistants

A report on visits from ChatGPT, Perplexity, Claude and Gemini, listed as a Growth feature.

Revenue, cohorts and A/B test reports

Revenue, path, cohort, people search, A/B test and product usage reports are part of Growth, which also adds saved groups of people.

Where it runs

Web

What it works with

Its own pages name no integrations.

Kissmetrics is made by Kissmetrics.

PART 04 · STANDING

Where it stands

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

55/100

Other website and product analytics tools it is graded above

Kissmetrics's GPA of 2.4 is higher than 55 of the 100 other website and product analytics tools we grade, and level with 14.

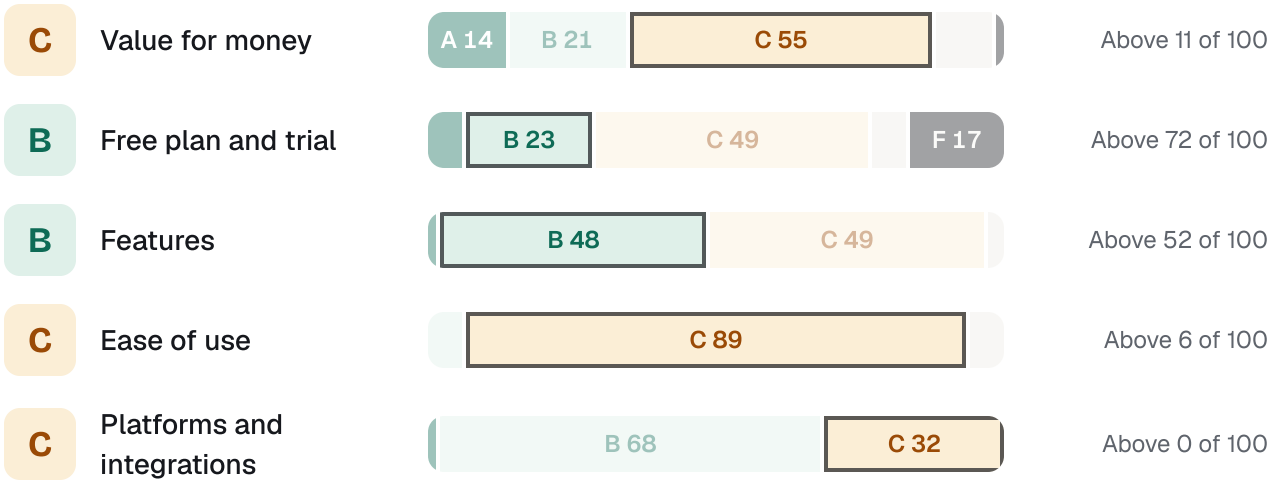
It stands best on free plan and trial (B, above 72 of 100) and worst on platforms and integrations (C, above 0).

Its paid plans start at $99 a month, against a middle price of $25 for the category: 46 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 28 tools score higher and cost less.

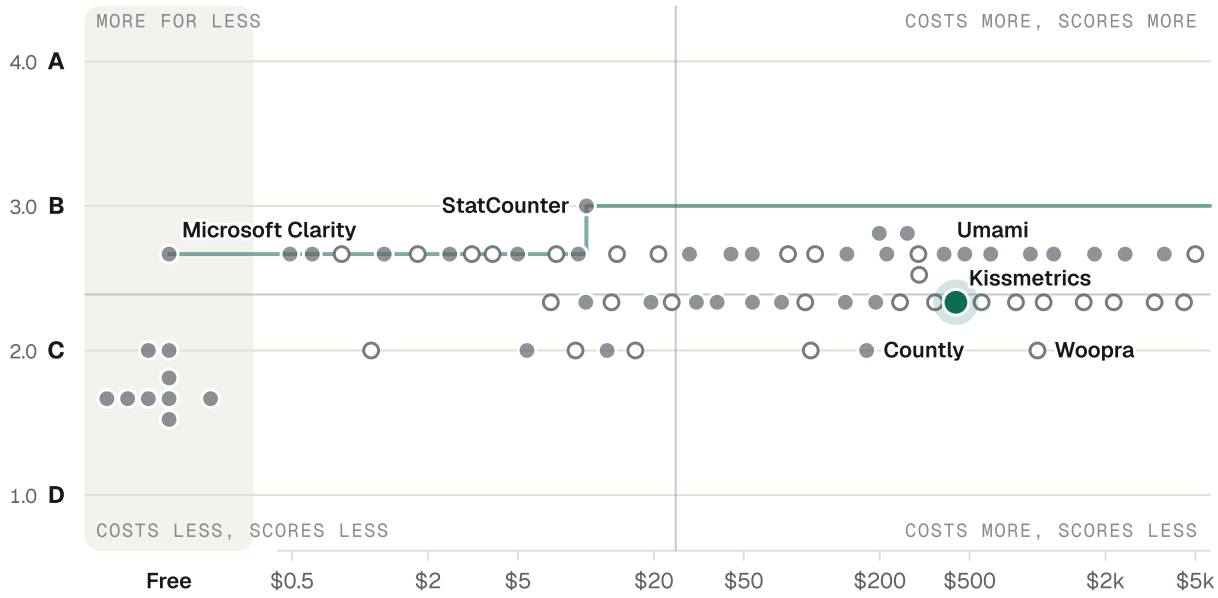
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Kissmetrics'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. Kissmetrics 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 Kissmetrics you could make: reports. What surrounds it you could not. The 6 things listed below take a company, not a weekend.

It costs $1,188 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.

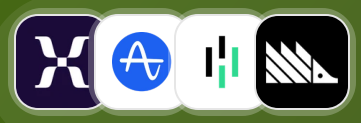
- Connections that pull numbers from dozens of other services.
- Splitting visitors between versions and telling you which won.
- An API that other software can build on.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Kissmetrics'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.

PART 05 · ALTERNATIVES

The alternatives

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



Mixpanel, Amplitude, Heap and PostHog

The 4 tools Kissmetrics is most often weighed against, with where each one differs from it.

3.0 GPA

Mixpanel

Free plan · from $100/mo

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

- Kissmetrics also covers reports and dashboards.
- Mixpanel also covers session replay.

Kissmetrics and Mixpanel compared in full

3.0 GPA

Amplitude

Free plan · from $900/yr

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

- Kissmetrics also covers reports and dashboards.
- Amplitude also covers surveys and session replay.

Kissmetrics and Amplitude compared in full



2.2
GPA

Heap

Free plan

Product analytics that captures every click without manual tagging.

- Kissmetrics also covers reports and a/B testing.
- Heap also covers session replay.

Kissmetrics and Heap compared in full



3.2
GPA

PostHog

Free plan · from $0.00005

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

- PostHog is open source and self-hostable, according to its own site.
- Kissmetrics also covers reports and dashboards.
- PostHog also covers surveys and session replay.

Kissmetrics and PostHog 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 Kissmetrics free?

Kissmetrics has a free plan. 100,000 events a month and 3 seats, with funnels, activity reports, chat, dashboards, live view and API access.

How much does Kissmetrics cost?

Kissmetrics lists 2 plans. Free: $0.

What platforms does Kissmetrics work on?

Kissmetrics is available on Web.

Does Kissmetrics offer any discounts?

Kissmetrics publicly lists the following: 20% off when billed annually.

Does Kissmetrics have an Android app?

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

Does Kissmetrics have an iPhone app?

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

Is Kissmetrics open source?

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

Does Kissmetrics have an API?

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

Who makes Kissmetrics?

Kissmetrics is made by a company of the same name.

What are the alternatives to Kissmetrics?

The closest alternatives to Kissmetrics in our directory are Mixpanel, Amplitude, Heap and PostHog.

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

Kissmetrics's GPA of 2.4 is higher than 55 of the 100 other website and product analytics tools we grade, and level with 14.

Is Kissmetrics good value for money?

ToolGPA grades Kissmetrics C for value for money. Its paid plans start at $99 a month, against a middle price of $25 for the category: 46 of the 63 others that charge start lower.

Could I make my own version of Kissmetrics?

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

Where this guide comes from

The prices, plans, platforms and features were read from Kissmetrics'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 Kissmetrics'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 Kissmetrics. Prices change, so check kissmetrics.io before you buy.

kissmetrics.io/pricing

kissmetrics.io/

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

Kissmetrics, kept up to date

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

toolgpa.com/tools/kissmetrics

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

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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