ToolGPA

NOVEMBER 2026

Mapp Digital Analytics

The Insider's Guide

Web and mobile analytics inside the Mapp Cloud marketing suite



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

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

1.4
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 Mapp Digital Analytics's own pages, its app-store listings and our grades. Every fact in it is on Mapp Digital Analytics'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

1.4

GPA, above 0 of the 100 other website and product analytics tools we grade

Mapp Digital Analytics, the analytics part of Mapp Cloud, measures web and mobile behavior and adds funnel and customer journey analysis, alerts and forecasting. It is not sold alone on the pages read: web and mobile analytics come with the Professional and Custom Mapp Cloud packages.

To get you started, here are **8 things to know about Mapp Digital Analytics**, taken from its own pages and our grades.

> "
>
> **It needs SDKs installed on sites and apps, and a quote and onboarding first.**
>
> From our grade for ease of use

1 **Best for enterprise web and app analytics inside Mapp Cloud**

Mapp's analytics covers web and app behaviour with funnels, forecasting and raw data streams.

2 **Paid plans start at $3,600 a month**

As its pricing page puts it: $3,600 per month, billed annually (Mapp Cloud Professional).

3 **It runs on Web**

Web.

4 **Web and mobile analytics**

Collects behavior from websites and apps through a Web SDK and a Mobile SDK, with dashboards and reports on top.

5 **Funnel and journey analysis**

Visual funnel and customer journey analysis shows the paths customers take to conversion.

6 **Alerts, forecasting and anomalies**

Monitors metrics, flags unusual activity, and forecasts series such as revenue, visitors and visits.

7 **A 1.4 GPA, above 0 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.

8 **Keep it**

To replace Mapp Digital Analytics you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Mapp Digital Analytics at a glance

PRICING Paid, from $3,600 per month, billed annually (Mapp Cloud Professional)	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Mapp	CATEGORY Website & Product Analytics
OUR GRADE 1.4 GPA, weak	

The report card

Best for enterprise web and app analytics inside Mapp Cloud

Mapp's analytics covers web and app behaviour with funnels, forecasting and raw data streams. It is sold inside Mapp Cloud from $3,600 a month billed annually, which puts it far out of reach of small teams.

TOOLGPA REPORT CARD	Mapp Digital Analytics	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	F	$3,600 a month, billed annually, against a category where the dearest tenth starts at $299. The Essential package at $3,050 does not list analytics.
Free plan and trial	F	No free plan and no trial is listed anywhere on the pages read.
Features	B	Web and mobile SDKs, funnels, journey analysis, alerts, forecasts and raw unsampled data. The listing names no gap in the core work.
Ease of use	C	No store rating on record. It needs SDKs installed on sites and apps, and a quote and onboarding first.
Platforms and integrations	C	Web and mobile SDKs, with only Apache Kafka data streams listed as an integration.
Grade point average		Weak, out of 4.0 **1.4**

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 Mapp Digital Analytics is for

- ✓ Fits if you are a large business with a budget for a marketing cloud
- ✓ Works for teams that want raw event streams to feed their own models

Who it is not for

- ✕ Skip it if you pay out of your own pocket, as the entry price is $3,600 a month
- ✕ Not for you if you want monthly billing, as billing is annual
- ✕ Watch out: the pages read call the product Digital Analytics, not Mapp Intelligence
- ✕ Watch out: packages are priced from a starting figure and need a quote

Good to know

Good for

- ✓ Mid-size and enterprise marketing teams already considering Mapp Cloud
- ✓ Retailers that want analytics tied to email, SMS and personalization

Worth knowing

- ⓘ It is bundled with Mapp Cloud; the Essential package, from $3,050 a month, does not list web and mobile analytics.
- ⓘ The pages read do not use the name Mapp Intelligence; the analytics product now appears as Digital Analytics.
- ⓘ Packages are priced from a starting figure and need a quote.
- ⓘ Billing is annual.

PART 02 · PRICING

What it costs

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

$3,600

A month to start

Mapp Digital Analytics is a paid product, starting at $3,600 per month, billed annually (Mapp Cloud Professional).

"

No free plan and no trial is listed anywhere on the pages read.

From our grade for free plan and trial

PROFESSIONAL

$3,600

per month and up, billed annually

Mapp Cloud package that adds web and mobile analytics, alerts, KPI forecast, anomaly detection and customer journey analysis.

Read from mapp.com on Nov 13, 2026.

CUSTOM

Custom

Everything in Professional plus push and in-app messaging, custom onboarding and dashboards, a flexible data model and data streams.

What it does

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

1

Place it runs: Web

Web and mobile analytics inside the Mapp Cloud marketing suite. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, reports, dashboards, web analytics.

> **Web and mobile SDKs, funnels, journey analysis, alerts, forecasts and raw unsampled data.**
>
> From our grade for features

Web and mobile analytics

Collects behavior from websites and apps through a Web SDK and a Mobile SDK, with dashboards and reports on top.

Funnel and journey analysis

Visual funnel and customer journey analysis shows the paths customers take to conversion.

Alerts, forecasting and anomalies

Monitors metrics, flags unusual activity, and forecasts series such as revenue, visitors and visits.

Raw data access

The vendor says analysis can run on 100% raw, unsampled data, with real-time data streams based on Apache Kafka.

Predictions and segmentation

RFM modelling, likelihood to convert or churn, product recommendations and custom segmentation based on the same data.

Where it runs

Web

What it works with

Apache Kafka

Mapp Digital Analytics is made by Mapp.

Where it stands

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

0/100

Other website and product analytics tools it is graded above

Mapp Digital Analytics's GPA of 1.4 is higher than 0 of the 100 other website and product analytics tools we grade.

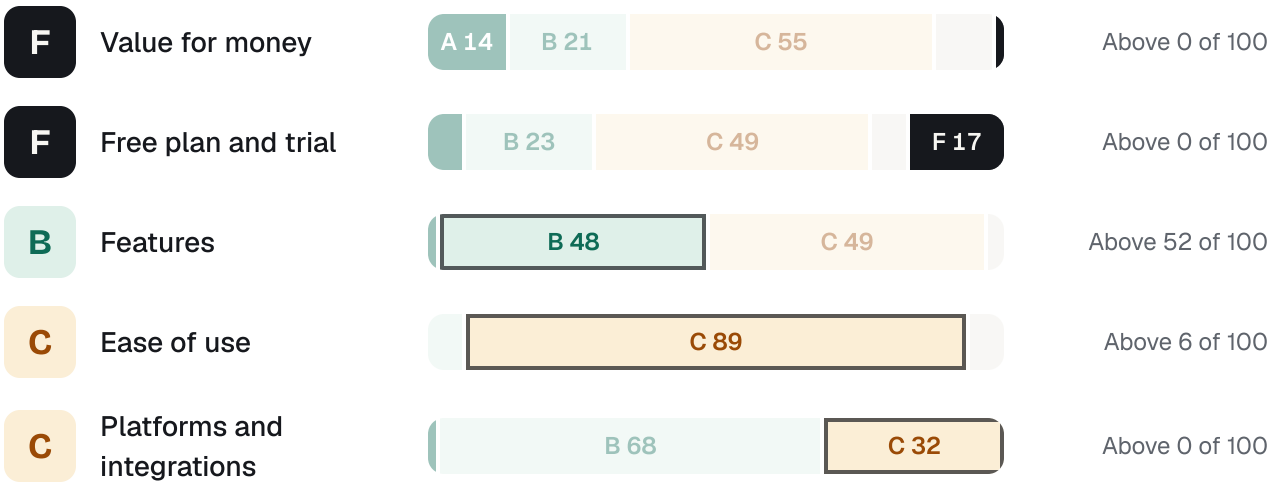
It stands best on features (B, above 52 of 100) and worst on value for money (F, above 0).

Its paid plans start at $3,600 a month, against a middle price of $25 for the category: 63 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 35 tools score higher and cost less.

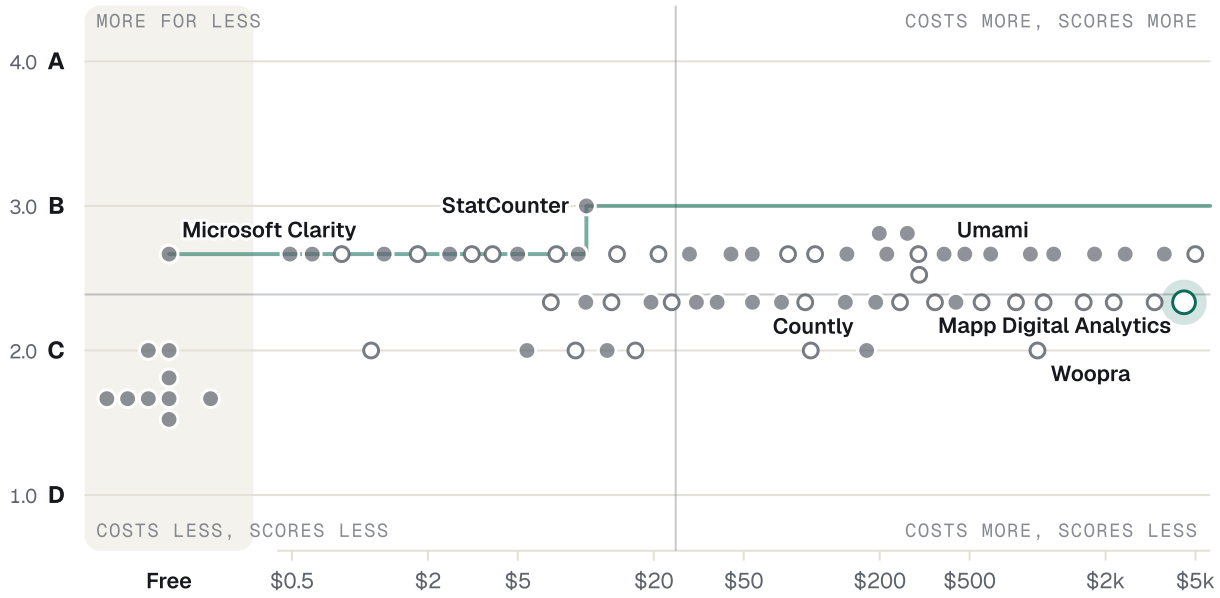
Each grade against the category

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

To replace Mapp Digital Analytics you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 100 of the 100 other website and product analytics tools grade higher. It costs $43,200 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Email sent in volume that still reaches the inbox.
- A tracking script and a database that counts every visit.
- Connections that pull numbers from dozens of other services.
- 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. Mapp Digital Analytics'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



Piano Analytics, Tealium, Matomo, etracker and Google Analytics

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

1.8 GPA

Piano Analytics

Paid

Behavioral analytics for sites and apps, with a unified data model.

- Mapp Digital Analytics also covers marketing automation.

Mapp Digital Analytics and Piano Analytics compared in full

1.8 GPA

Tealium

Paid

Enterprise customer data platform with tag management and consent.

- Mapp Digital Analytics also covers reports, dashboards and web analytics.

Mapp Digital Analytics and Tealium compared in full



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Matomo

Free plan · from $26/mo

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

- Matomo has a free plan. Mapp Digital Analytics does not.
- Matomo is open source and self-hostable, according to its own site.
- Mapp Digital Analytics also covers marketing automation, reports and dashboards.

Mapp Digital Analytics and Matomo compared in full



2.6
GPA

etracker

Free trial · from €10.80/mo

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

- Mapp Digital Analytics also covers marketing automation.
- etracker also covers a/B testing.

Mapp Digital Analytics and etracker 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. Mapp Digital Analytics does not.
- Only Google Analytics lists iOS and Android apps.
- Mapp Digital Analytics also covers marketing automation and dashboards.

Mapp Digital Analytics and Google Analytics compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Mapp Digital Analytics free?

No. Mapp Digital Analytics is a paid product, starting at $3,600 per month, billed annually (Mapp Cloud Professional).

How much does Mapp Digital Analytics cost?

Mapp Digital Analytics lists 2 plans. Professional: $3,600 per month and up, billed annually.

What platforms does Mapp Digital Analytics work on?

Mapp Digital Analytics is available on Web.

Does Mapp Digital Analytics have an Android app?

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

Does Mapp Digital Analytics have an iPhone app?

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

Is Mapp Digital Analytics open source?

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

What does Mapp Digital Analytics integrate with?

Mapp Digital Analytics's listing names Apache Kafka. A listing names up to eight integrations, so it may connect to more.

Who makes Mapp Digital Analytics?

Mapp Digital Analytics is made by Mapp.

What are the alternatives to Mapp Digital Analytics?

The closest alternatives to Mapp Digital Analytics in our directory are Piano Analytics, Tealium, Matomo, etracker and Google Analytics.

How does Mapp Digital Analytics compare with other website and product analytics tools?

Mapp Digital Analytics's GPA of 1.4 is higher than 0 of the 100 other website and product analytics tools we grade.

Is Mapp Digital Analytics good value for money?

ToolGPA grades Mapp Digital Analytics F for value for money. Its paid plans start at $3,600 a month, against a middle price of $25 for the category: 63 of the 63 others that charge start lower.

Could I make my own version of Mapp Digital Analytics?

To replace Mapp Digital Analytics you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

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

mapp.com/mapp-marketing-cloud-pricing/
mapp.com

mapp.com/digital-analytics/

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

Mapp Digital Analytics, kept up to date

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

toolgpa.com/tools/mapp-intelligence

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, "Mapp Digital Analytics: The
Insider's Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/mapp-intelligence
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Know someone choosing between website and product analytics tools?

Send them this guide:
toolgpa.com/tools/mapp-intelligence/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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