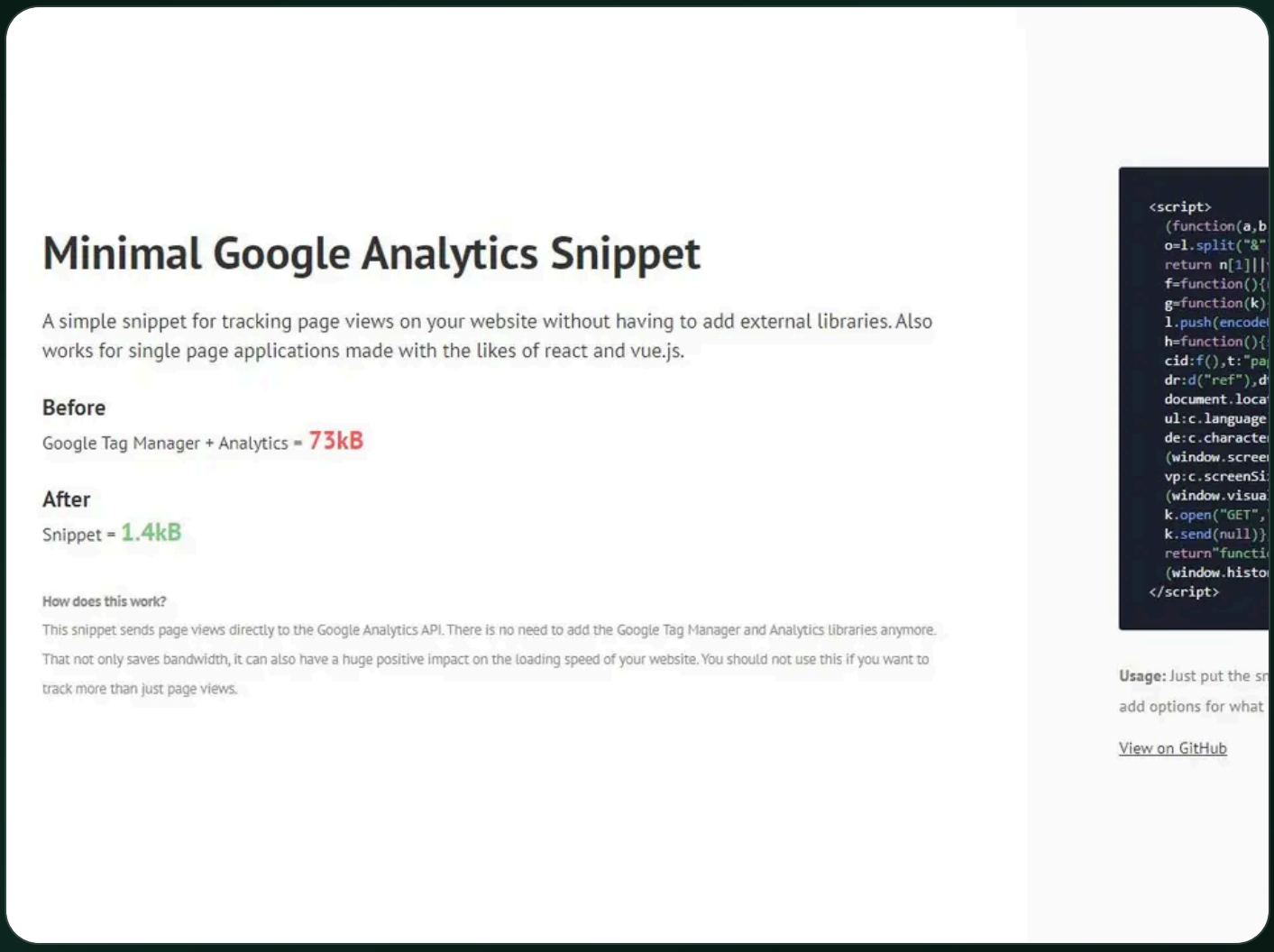
ToolGPA

NOVEMBER 2026

Minimal Analytics

The Insider's Guide

A 1.5 kB snippet that sends page views to Google Analytics



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

Made by Minimal Analytics · checked Nov 13, 2026 · toolgpa.com

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

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

Minimal Analytics is a free, copy-and-paste JavaScript snippet that sends page views and events straight to the Google Analytics collection endpoint, without loading the Tag Manager and Analytics libraries. It also handles single page apps. It is a snippet, not a hosted dashboard, so reports live in Google Analytics.

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

> "
>
> **You paste code and set your tracking ID, with no store rating on record.**

From our grade for ease of use

1 **Best for a tiny snippet that sends page views to Google Analytics**

It has no dashboard of its own, and its code follows the older Google Analytics format.

2 **It is free**

Minimal Analytics has no paid plan at all. The snippet is free to copy from the site; no plans or prices are listed.

3 **It runs on Web**

Web.

4 **Small footprint**

The site compares its 1.5 kB snippet with 73 kB for Google Tag Manager plus Analytics.

5 **Page view tracking**

Sends page views directly to Google Analytics without external libraries, and works with single page apps built with React or Vue.js.

6 **Custom events**

ma.trackEvent takes a category, action, label and value.

7 **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.

8 **Keep it**

Minimal Analytics is free, so making your own would save you nothing.

Minimal Analytics at a glance

PRICING Free	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Minimal Analytics	CATEGORY Website & Product Analytics
OUR GRADE 2.6 GPA, good	

The report card

Best for a tiny snippet that sends page views to Google Analytics

Minimal Analytics is a 1.5 kB snippet that sends page views and events to Google Analytics. It has no dashboard of its own, and its code follows the older Google Analytics format.

TOOLGPA REPORT CARD	Minimal Analytics	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	The snippet is free to copy, which counts as free and substantial.
Free plan and trial	A	Free outright, with no paid plans and no caps listed.
Features	D	One narrow function, sending page views and events to Google Analytics, and it needs Google Analytics to be useful.
Ease of use	C	You paste code and set your tracking ID, with no store rating on record.
Platforms and integrations	C	Web only, and it sends data to Google Analytics only.
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 Minimal Analytics is for

- ✓ Fits if you already use Google Analytics and want a very small script
- ✓ Works for developers comfortable pasting a snippet

Who it is not for

- ✗ Not for you if you want a dashboard, as it has none
- ✗ Watch out: the ID placeholder and /collect endpoint follow the older format, and GA4 is not mentioned
- ✗ Skip it if you need advanced features such as AdWords tracking, as the page says not to use it for those
- ✗ Watch out: the code is a GitHub gist, and the page names no company or support channel

Good to know

Good for

- ✓ Developers who want Google Analytics page views without its scripts
- ✓ Single page apps that need a very small tracking snippet

Worth knowing

- ⓘ It only sends data to Google Analytics; there is no dashboard of its own.
- ⓘ The page says not to use it for advanced features such as AdWords tracking.
- ⓘ Its ID placeholder (XX-XXXXXXXXX-X) and /collect endpoint follow the older Google Analytics format; GA4 is not mentioned, so check it records to your property.
- ⓘ The code is published as a GitHub gist; the page names no company or support channel.

What it costs

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

Free

No paid plan at all

Minimal Analytics is free to use.

> **The snippet is free to copy, which counts as free and substantial.**
>
> From our grade for value for money

FREE SNIPPET

$0

Copy the snippet from the page and add your Google Analytics tracking ID.

The free plan

The snippet is free to copy from the site; no plans or prices are listed.

Read from minimalanalytics.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

A 1.5 kB snippet that sends page views to Google Analytics. Here is what it does, as its own site describes it, and what it covers: web analytics, page speed.

> **One narrow function, sending page views and events to Google Analytics, and it needs Google Analytics to be useful.**
>
> From our grade for features

Small footprint

The site compares its 1.5 kB snippet with 73 kB for Google Tag Manager plus Analytics.

Page view tracking

Sends page views directly to Google Analytics without external libraries, and works with single page apps built with React or Vue.js.

Custom events

ma.trackEvent takes a category, action, label and value.

Exception tracking

ma.trackException records an error description and whether it was fatal.

Configurable data

Options switch IP anonymization, color depth, character set, screen size and language on or off.

Where it runs

Web

What it works with

Google Analytics

Minimal Analytics is made by Minimal Analytics.

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

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

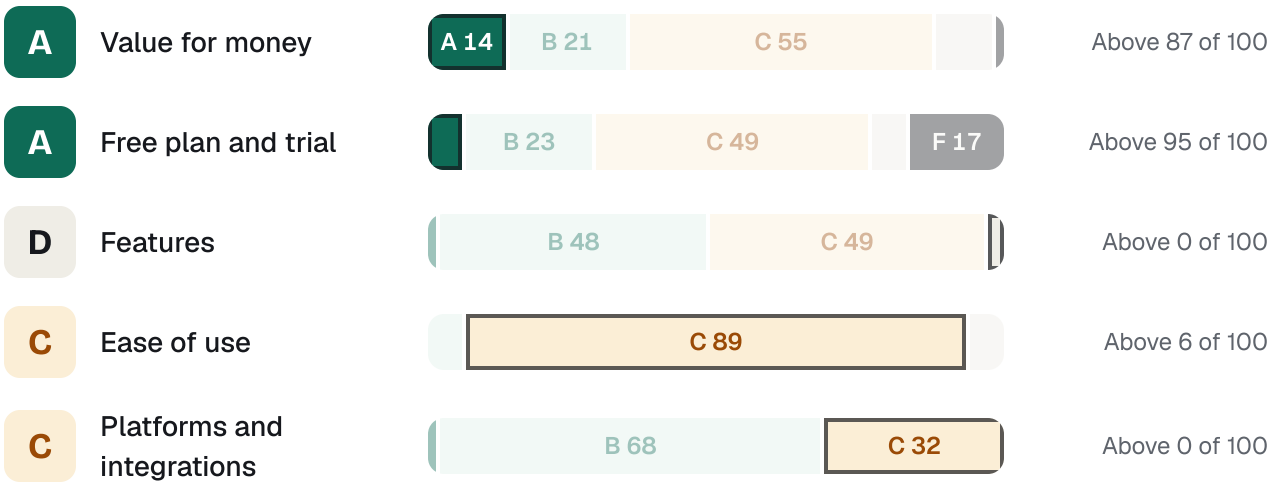
It stands best on free plan and trial (A, above 95 of 100) and worst on features (D, above 0).

Minimal Analytics has no paid plan.

On features, ease of use and platforms it scores 1.7 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

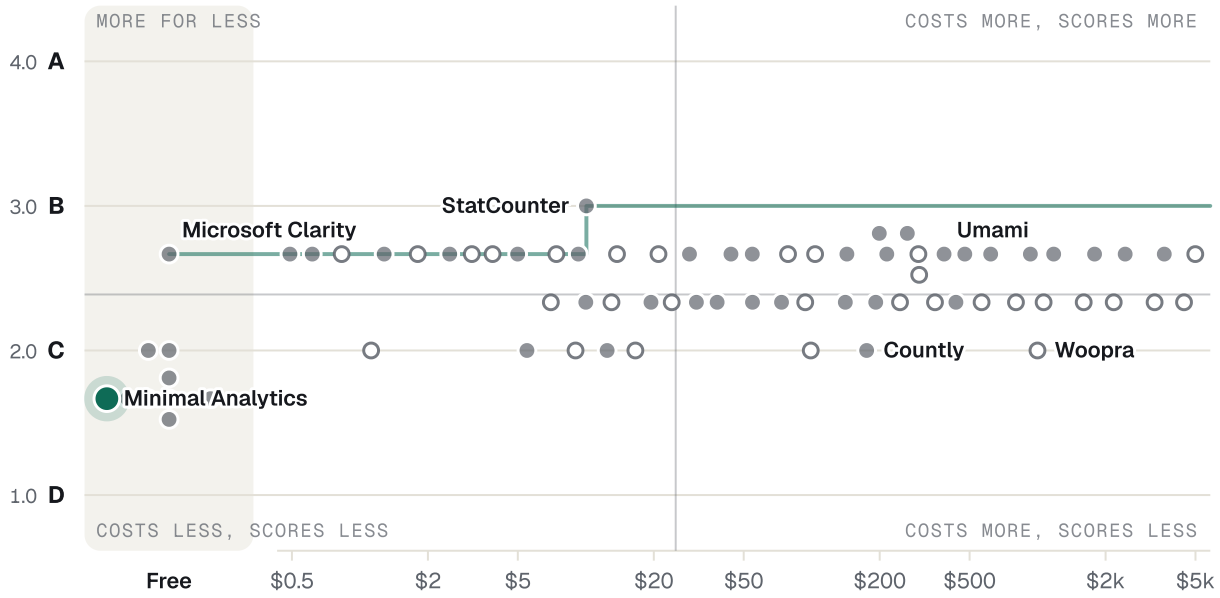
Each grade against the category

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

Minimal Analytics is free, so making your own would save you nothing.

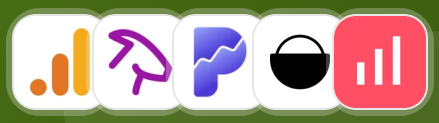
And it is not the kind of software a weekend replaces. It is one of the better ones too: its GPA of 2.6 is higher than 70 of the 100 other website and product analytics tools we grade.

What you could not

- ✕ A tracking script and a database that counts every visit.
- ✕ Speed tests run from real browsers on a schedule.

What this rests on. Minimal 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



Google Analytics, GoatCounter, Plausible, Umami and Simple Analytics

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

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

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Google Analytics

Free plan

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

- Only Google Analytics lists iOS and Android apps.
- Minimal Analytics also covers page speed.
- Google Analytics also covers reports.

Minimal Analytics and Google Analytics compared in full

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GoatCounter

Free

Open source web analytics, free and donation-supported.

- GoatCounter is open source and self-hostable, according to its own site.
- Minimal Analytics also covers page speed.

Minimal Analytics and GoatCounter compared in full



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GPA

Plausible

Free plan · from $7.50/mo

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

- Plausible is open source and self-hostable, according to its own site.
- Minimal Analytics also covers page speed.

Minimal Analytics and Plausible compared in full



2.6
GPA

Umami

Free plan · from $20/mo

Open-source, cookieless web and product analytics.

- Umami is open source and self-hostable, according to its own site.
- Minimal Analytics also covers page speed.
- Umami also covers reports and session replay.

Minimal Analytics and Umami compared in full



2.6
GPA

Simple Analytics

Free plan · from $20/mo

Cookieless web analytics hosted in the EU.

- Minimal Analytics also covers page speed.
- Simple Analytics also covers reports.

Minimal Analytics and Simple 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 Minimal Analytics free?

Yes. Minimal Analytics is free to use.

How much does Minimal Analytics cost?

Minimal Analytics lists one plan. Free snippet: $0.

What platforms does Minimal Analytics work on?

Minimal Analytics is available on Web.

Does Minimal Analytics have an Android app?

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

Does Minimal Analytics have an iPhone app?

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

Is Minimal Analytics open source?

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

What does Minimal Analytics integrate with?

Minimal Analytics's listing names Google Analytics. A listing names up to eight integrations, so it may connect to more.

Who makes Minimal Analytics?

Minimal Analytics is made by a company of the same name.

What are the alternatives to Minimal Analytics?

The closest alternatives to Minimal Analytics in our directory are Google Analytics, GoatCounter, Plausible, Umami and Simple Analytics.

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

Minimal Analytics'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 Minimal Analytics good value for money?

ToolGPA grades Minimal Analytics A for value for money. Minimal Analytics has no paid plan.

Could I make my own version of Minimal Analytics?

Minimal Analytics is free, so making your own would save you nothing. And it is not the kind of software a weekend replaces.

Where this guide comes from

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

minimalanalytics.com/

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

Minimal Analytics, kept up to date

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

toolgpa.com/tools/minimal-analytics

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, "Minimal Analytics: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/minimal-analytics
```

Know someone choosing between website and product analytics tools?

Send them this guide: toolgpa.com/tools/minimal-analytics/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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