ToolGPA

NOVEMBER 2026

Mixed Analytics

The Insider's Guide

API Connector add-on that pulls API data into Google Sheets

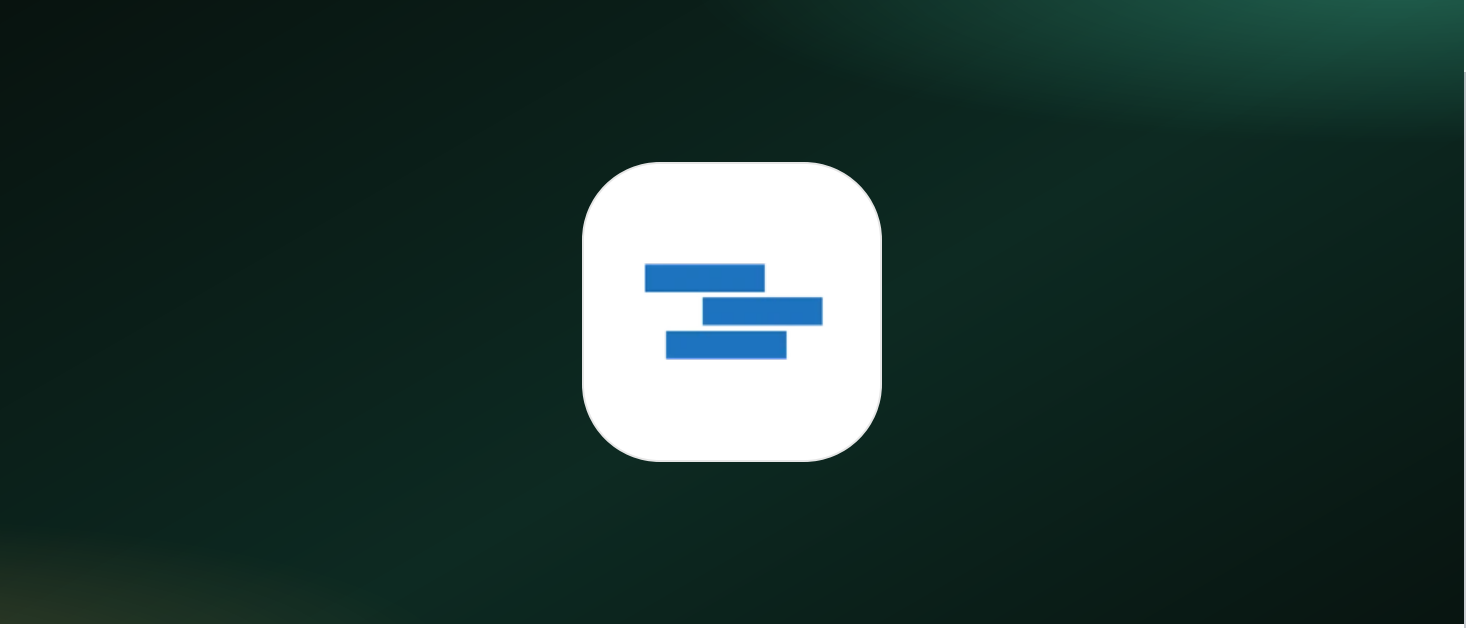


Every plan, grade, refund rule and rival among marketing reporting and call tracking tools, read from Mixed Analytics's own pages.

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

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

2.2

GPA, above 30 of the 56 other marketing reporting and call tracking tools we grade

Mixed Analytics makes API Connector, a Google Sheets add-on that imports data from marketing platforms and almost any other API into a spreadsheet. Requests can be saved, scheduled and shared, which lets a sheet serve as a lightweight reporting layer. The company also offers a free Archive Data add-on for storing historical snapshots.

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

> **But it only runs inside Sheets with no dashboard or client report of its own, and usage is capped in requests, not rows.**
>
> From our report card of Mixed Analytics

1 **Best for API data in Google Sheets**

Mixed Analytics makes API Connector, a Google Sheets add-on that imports data from almost any API on a schedule.

2 **Paid plans start at $12 a month**

As its pricing page puts it: $12 per month for 2,500 requests, billed annually ($15 billed monthly).

3 There is a free plan

1 user, 100 requests a month, 3 saved requests and 1,000 rows, with no scheduling.

4 It runs on Web

Web.

5 Connects to almost any API

Pulls data from hundreds of ready-made integrations or from any API you set up yourself, with no code.

6 Runs inside Google Sheets

Requests, results and the field editor all live in the spreadsheet add-on sidebar.

7 Scheduling

Saved requests can run in the background: daily on Starter, hourly on Business and Team. The free plan has none.

8 A 2.2 GPA, above 30 of 56

That is against the other marketing reporting and call tracking tools we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

To replace Mixed Analytics you would be making a spreadsheet engine with its formulas. That is not a weekend's work, with an AI app builder or without one.

Mixed Analytics at a glance

PRICING
Free plan, from $12 per month for 2,500 requests, billed annually ($15 billed monthly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Mixed Analytics

CATEGORY
Marketing Reports & Call Tracking

OUR GRADE
2.2 GPA, fair

The report card

Best for API data in Google Sheets

Mixed Analytics makes API Connector, a Google Sheets add-on that imports data from almost any API on a schedule. But it only runs inside Sheets with no dashboard or client report of its own, and usage is capped in requests, not rows.

TOOLGPA REPORT CARD — **Mixed Analytics** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Starter is $12 a month on yearly billing, but the plans with hourly scheduling start at Business, $23, which is inside the cheapest quarter of $30.
Free plan and trial	C	Free plan: 1 user, 100 requests a month, 3 saved requests and 1,000 rows, with no scheduling. You'll hit those caps. The trial was discontinued.
Features	D	One narrow function: it pulls data into a spreadsheet and needs Google Sheets to be useful. It has no dashboard or client report view.
Ease of use	C	No store rating on record. You write or choose each API request yourself inside Sheets.
Platforms and integrations	B	Web only, inside Google Sheets, with Facebook, YouTube, Instagram, Mailchimp and Shopify named, plus a public API.

Grade point average — Fair, out of 4.0 **2.2**

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 Mixed Analytics is for

- ✓ Fits if you already report in Google Sheets and want live data pulled in
- ✓ Works for solo marketers who can live with 100 requests a month

Who it is not for

- ✕ Skip it if you want dashboards or client reports, as it only fills a spreadsheet
- ✕ Tight if you stay free: 100 requests, 3 saved requests and 1,000 rows, with no scheduling
- ✕ Pricey if you want hourly scheduling or priority support, both on Business at $23
- ✕ Watch out: each successful API call or page counts as a request, so the cap goes quickly

Good to know

Good for

- ✓ Marketers who build reports in Google Sheets and want live data in them
- ✓ Solo users who can stay within the free 100 requests a month

Worth knowing

- ⓘ It runs only inside Google Sheets and has no dashboard or client-report view of its own.
- ⓘ Usage is capped in requests: each successful API call, page or query counts as one.
- ⓘ The free trial was discontinued as of March 9, 2024; the free plan is the way to try it, and a 30-day money-back guarantee applies to paid plans.
- ⓘ Team includes 5 users, each with Business-plan access.

What it costs

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

$12

A month to start. There is a free plan too

Mixed Analytics has a free plan. Paid plans start at $12 per month for 2,500 requests, billed annually ($15 billed monthly).

FREE

$0

1 user, 100 requests a month, 3 saved requests, 1,000 rows, forum support and no scheduling.

STARTER

$12

per month for 2,500 requests, billed annually ($15 billed monthly)

1 user, 15 saved requests, unlimited rows, email support and daily scheduling.

BUSINESS

$23

per month for 60,000 requests, billed annually ($29 billed monthly)

1 user, 100 saved requests, unlimited rows, priority support and hourly scheduling.

TEAM

$46

per month for 5 users, billed annually ($58 billed monthly)

300,000 requests a month, 500 saved requests, unlimited rows, priority support and hourly scheduling.

The free plan

1 user, 100 requests a month, 3 saved requests and 1,000 rows, with no scheduling.

Read from mixedanalytics.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Yearly billing saves about 20%

The pricing page shows Starter at $12 a month billed yearly against $15 billed monthly, and Business at $23 against $29.

Stated on mixedanalytics.com

What it does

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

1

Place it runs: Web

API Connector add-on that pulls API data into Google Sheets. Here is what it does, as its own site describes it, and what it covers: public API, no-code, spreadsheets, reports.

> **One narrow function: it pulls data into a spreadsheet and needs Google Sheets to be useful.**
>
> From our grade for features

Connects to almost any API

Pulls data from hundreds of ready-made integrations or from any API you set up yourself, with no code.

Runs inside Google Sheets

Requests, results and the field editor all live in the spreadsheet add-on sidebar.

Scheduling

Saved requests can run in the background: daily on Starter, hourly on Business and Team. The free plan has none.

Multi-query and pagination

Handles multiple queries per request and paginated results; each page or query counts as one request.

Shared requests

Requests can be imported and shared with other people.

Archive Data add-on

A separate free add-on that saves snapshots of historical data on a schedule.

Where it runs

Web

What it works with

Facebook
YouTube
Instagram
Mailchimp
Google Sheets
Shopify

Mixed Analytics is made by Mixed Analytics.

PART 04 · STANDING

Where it stands

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

30/56

Other marketing reporting and call tracking tools it is graded above

Mixed Analytics's GPA of 2.2 is higher than 30 of the 56 other marketing reporting and call tracking tools we grade, and level with 11.

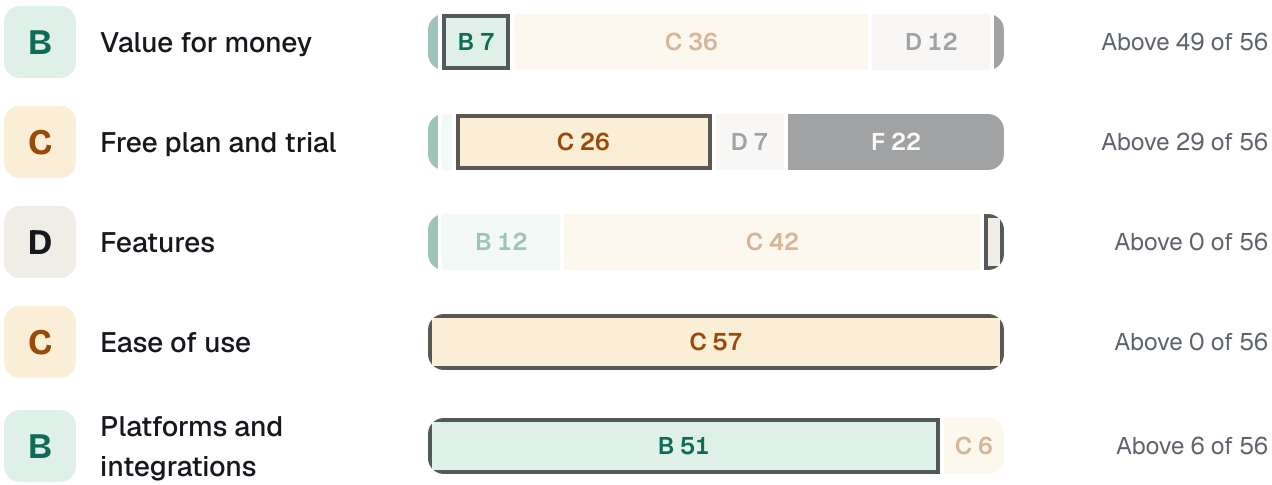
It stands best on value for money (B, above 49 of 56) and worst on features (D, above 0).

Its paid plans start at $12 a month, against a middle price of $50 for the category: 4 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 4 tools score higher and cost less.

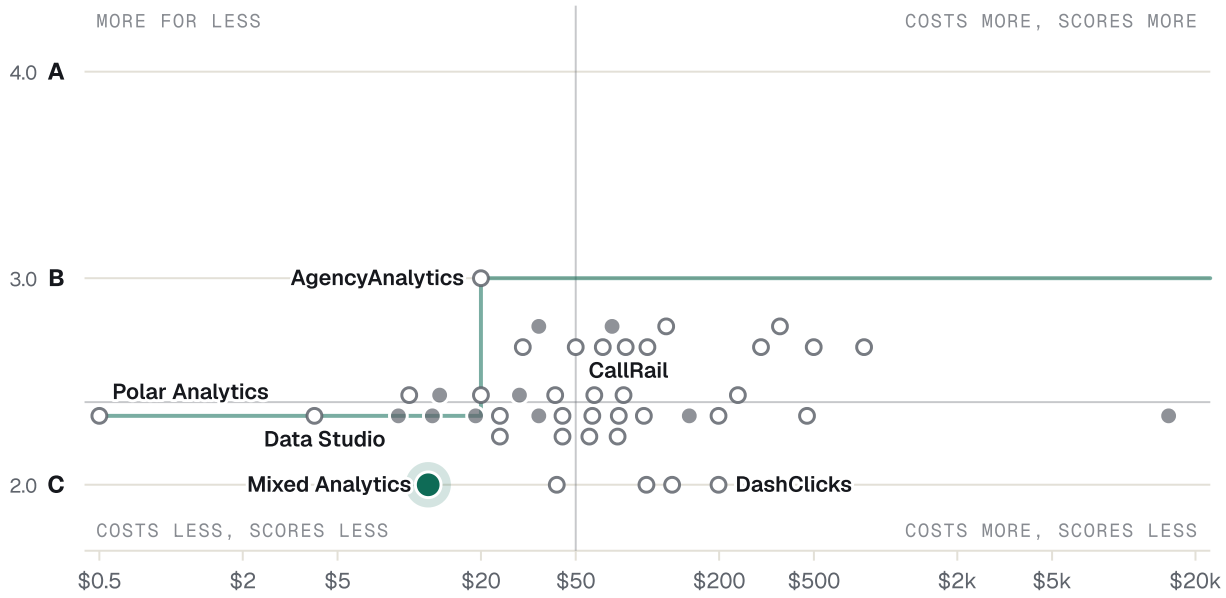
Each grade against the category

Every bar is all 57 marketing reporting and call tracking tools we grade, cut by the letter each got. Mixed Analytics's own letter is outlined.



Price against what you get

Each dot is one of 45 marketing reporting and call tracking tools. Further left costs less; higher up scores better on features, ease of use and platforms. Mixed 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 Mixed Analytics you would be making a spreadsheet engine with its formulas. That is not a weekend's work, with an AI app builder or without one.

It costs $144 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- A spreadsheet engine with its formulas.

- A builder that other people can use without writing code.
- It plugs into other products, Facebook, YouTube and Instagram among them, and has an API.
- Sharing with other people, which means accounts and invitations.

What this rests on. Mixed 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



Supermetrics, Windsor.ai, Catchr, Dataslayer and Two Minute Reports

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

2.2 GPA

Supermetrics

Free trial · from $44/mo

Marketing data connectors for sheets, BI tools and AI chats.

- Mixed Analytics has a free plan. Supermetrics does not, though it has a free trial.
- Mixed Analytics also covers no-code and spreadsheets.
- Supermetrics also covers dashboards.

Mixed Analytics and Supermetrics compared in full

2.4 GPA

Windsor.ai

Free plan · from $19/mo

Marketing data connectors for BI tools, sheets and AI.

- Mixed Analytics also covers no-code and spreadsheets.
- Windsor.ai also covers dashboards.

Mixed Analytics and Windsor.ai compared in full



2.4
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Catchr

Free trial · from $24/mo

Marketing data connectors for dashboards, sheets and AI tools.

- Mixed Analytics has a free plan. Catchr does not, though it has a free trial.
- Mixed Analytics also covers no-code.

Mixed Analytics and Catchr compared in full



2.2
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Dataslayer

Free plan · from $35/mo

Sends marketing data to Sheets, BI tools and AI assistants.

- Mixed Analytics also covers no-code.
- Dataslayer also covers dashboards.

Mixed Analytics and Dataslayer compared in full



2.4
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Two Minute Reports

Free trial · from $81/mo

Client reporting from ad and analytics data, priced by accounts.

- Mixed Analytics has a free plan. Two Minute Reports does not, though it has a free trial.
- Mixed Analytics also covers no-code.
- Two Minute Reports also covers dashboards.

Mixed Analytics and Two Minute Reports compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Mixed Analytics free?

Mixed Analytics has a free plan. 1 user, 100 requests a month, 3 saved requests and 1,000 rows, with no scheduling.

How much does Mixed Analytics cost?

Mixed Analytics lists 4 plans. Free: $0.

What platforms does Mixed Analytics work on?

Mixed Analytics is available on Web.

Does Mixed Analytics offer any discounts?

Mixed Analytics publicly lists the following: Yearly billing saves about 20%.

Does Mixed Analytics have an Android app?

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

Does Mixed Analytics have an iPhone app?

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

Is Mixed Analytics open source?

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

Does Mixed Analytics have an API?

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

What does Mixed Analytics integrate with?

Mixed Analytics's listing names Facebook, YouTube, Instagram, Mailchimp, Google Sheets and Shopify.

Who makes Mixed Analytics?

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

What are the alternatives to Mixed Analytics?

The closest alternatives to Mixed Analytics in our directory are Supermetrics, Windsor.ai, Catchr, Dataslayer and Two Minute Reports.

How does Mixed Analytics compare with other marketing reporting and call tracking tools?

Mixed Analytics's GPA of 2.2 is higher than 30 of the 56 other marketing reporting and call tracking tools we grade, and level with 11.

Is Mixed Analytics good value for money?

ToolGPA grades Mixed Analytics B for value for money. Its paid plans start at $12 a month, against a middle price of $50 for the category: 4 of the 44 others that charge start lower.

Could I make my own version of Mixed Analytics?

To replace Mixed Analytics you would be making a spreadsheet engine with its formulas.

Where this guide comes from

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

mixedanalytics.com/api-connector-pricing/
mixedanalytics.com/api-connector/
mixedanalytics.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

Mixed Analytics, kept up to date

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

toolgpa.com/tools/mixed-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, "Mixed Analytics: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/mixed-analytics
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Know someone choosing between marketing reporting and call tracking tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded marketing reporting and call tracking tools after Mixed Analytics, each with an Insider's Guide of its own.

Marketing Reports & Call Tracking Insider's Guide

Every one of the 57 marketing reporting and call tracking tools we grade, compared

Data Studio Insider's Guide

Google's free report and dashboard builder, formerly Looker Studio

3.0 GPA

AgencyAnalytics Insider's Guide

White-labeled client reporting dashboards for marketing agencies

2.6 GPA

CallRail Insider's Guide

Call tracking and attribution that ties phone leads to campaigns

2.4 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 Mixed 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. Mixed Analytics is a trademark of its owner, and this guide is not made, paid for or approved by Mixed Analytics. Prices and plans change: check mixedanalytics.com before you buy.