ToolGPA

NOVEMBER 2026

Offen

The Insider's Guide

Open-source, self-hosted web analytics with user data access



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

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

2.0
GPA



Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

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

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Offen's own pages, its app-store listings and our grades. Every fact in it is on Offen'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

2.0

GPA, above 13 of the 58 other website and product analytics tools we grade

Offen Fair Web Analytics is open-source analytics software that you host yourself. Visitors opt in to data collection and can see and delete their own usage data, while operators get pageviews, unique users, sessions, top pages and retention across multiple sites.

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

> "
>
> **It's free, but there's no hosted service: you install it with Docker or another route in the docs.**
>
> From our report card of Offen

1 **Best for self-hosted, opt-in analytics**

Offen is open-source analytics where visitors opt in and can see their own data.

2 **It is free**

Offen has no paid plan at all.

3 **It runs on Web**

Web.

4 **Opt-in consent banner**

Visitors must actively consent before data is collected. The banner can be customized in color, shape and font.

5 **User access to own data**

Visitors can open the Auditorium to review, and delete, the usage data collected about them.

6 **Operator metrics**

Pageviews, unique users and sessions, top pages and weekly retention, filtered by URL, location, referrer, UTM parameters and landing or exit pages.

7 **A 2.0 GPA, above 13 of 58**

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**

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

Offen at a glance

PRICING Free	FREE PLAN It is free
FREE TRIAL None stated	RUNS ON Web
MADE BY Offen, since 2019	CATEGORY Website & Product Analytics
OUR GRADE 2.0 GPA, fair	

The report card

Best for self-hosted, opt-in analytics

Offen is open-source analytics where visitors opt in and can see their own data. It's free, but there's no hosted service: you install it with Docker or

another route in the docs. Anyone who declines the banner isn't counted at all.

TOOLGPA REPORT CARD	Offen	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Free software, but only if you host it yourself, which needs a server. There's no paid hosted plan to compare.
Free plan and trial	B	Nothing to pay and no page-view cap on record, though you carry the hosting cost yourself.
Features	C	Consent banner, operator metrics, multiple sites and teams, encryption and retention. Opt-in means declined visitors don't show up, so the numbers run low by design.
Ease of use	D	No rating on record and it needs self-hosting with Docker, Ubuntu or Heroku, which is a command line job.
Platforms and integrations	C	Web only, with no integrations listed. The interface comes in English, French, German, Portuguese, Spanish and Vietnamese.
Grade point average		Fair, out of 4.0 **2.0**

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 Offen is for

- ✓ Fits if you run your own server and want visitors to see their own data
- ✓ Works for a privacy-minded site that accepts counting only people who say yes

Who it is not for

- ✗ Skip it if you want a hosted service, as there isn't one
- ✗ Not for you if you can't run Docker or maintain a server
- ✗ Too light for full traffic numbers, because visitors who decline the opt-in banner aren't counted
- ✗ Watch out: it uses first-party cookies, unlike cookieless tools, and no integrations are listed

Good to know

Good for

- ✓ Operators who want consent-based, self-hosted analytics
- ✓ Sites that want to show visitors the data collected about them

Worth knowing

- ⓘ There is no hosted service; you install it with Docker, on Ubuntu, Heroku or another option from the docs.
- ⓘ Opt-in only means visitors who decline are not counted.
- ⓘ Offen uses first-party cookies, per the homepage, unlike cookieless tools.
- ⓘ The interface is available in English, French, German, Portuguese, Spanish and Vietnamese.

What it costs

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

Free

No paid plan at all

Offen is free to use.

> **Free software, but only if you host it yourself, which needs a server.**
>
> From our grade for value for money

SELF-HOSTED

$0

Open-source software you install and run yourself; the site says it will always be free.

Read from offen.dev on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Open-source, self-hosted web analytics with user data access. Here is what it does, as its own site describes it, and what it covers: open source, self-hostable, end-to-end encrypted, web analytics.

"

Consent banner, operator metrics, multiple sites and teams, encryption and retention.

From our grade for features

Opt-in consent banner

Visitors must actively consent before data is collected. The banner can be customized in color, shape and font.

User access to own data

Visitors can open the Auditorium to review, and delete, the usage data collected about them.

Operator metrics

Pageviews, unique users and sessions, top pages and weekly retention, filtered by URL, location, referrer, UTM parameters and landing or exit pages.

Multiple sites and teams

One installation analyzes several websites, and accounts can be shared within teams.

Encryption and retention

The site says user data is encrypted end-to-end and stored for 6 months before deletion.

Where it runs

Web

What it works with

Its own pages name no integrations.

Offen is made by Offen, and has been around since 2019.

PART 04 · STANDING

Where it stands

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

13/58

Other website and product analytics tools it is graded above

Offen's GPA of 2.0 is higher than 13 of the 58 other website and product analytics tools we grade, and level with 4.

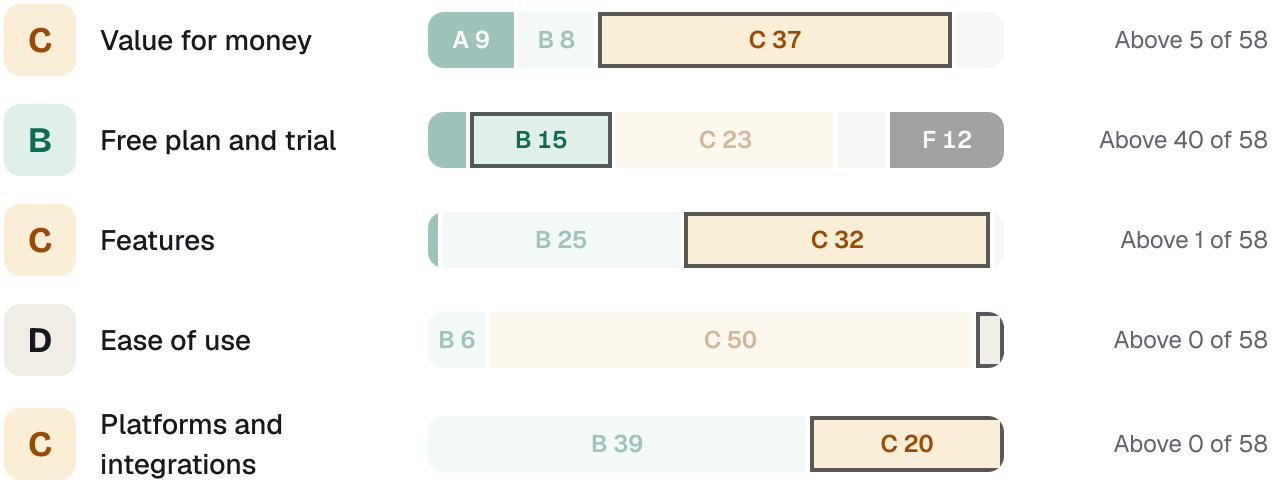
It stands best on free plan and trial (B, above 40 of 58) and worst on ease of use (D, above 0).

Offen 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.

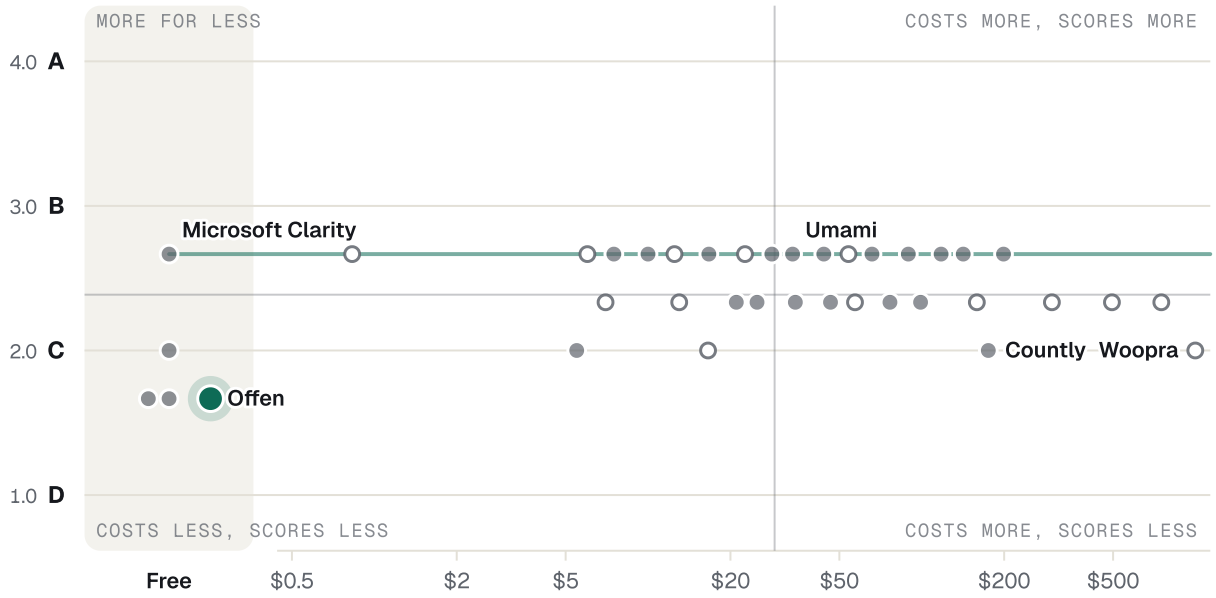
Each grade against the category

Every bar is all 59 website and product analytics tools we grade, cut by the letter each got. Offen's own letter is outlined.



Price against what you get

Each dot is one of 38 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. Offen 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

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

And it is not the kind of software a weekend replaces. That makes this kind of software worth paying for, not this one in particular: 41 of the 58 other website and product analytics tools grade higher.

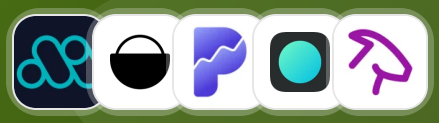
What you could not

- ✕ A tracking script and a database that counts every visit.
- ✕ End-to-end encryption done properly.
- ✕ Sharing with other people, which means accounts and invitations.

What this rests on. Offen'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



Matomo, Umami, Plausible, Ackee and GoatCounter

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

2.4 GPA

Matomo

Free plan · from $26/mo

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

- Offen is end-to-end encrypted, according to its own site.
- Matomo also covers session replay and a/B testing.

Offen and Matomo compared in full

2.6 GPA

Umami

Free plan · from $20/mo

Open-source, cookieless web and product analytics.

- Offen is end-to-end encrypted, according to its own site.
- Umami also covers reports and session replay.

Offen and Umami compared in full

2.4
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Plausible

Free plan · from $7.50/mo

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

- Offen is end-to-end encrypted, according to its own site.

Offen and Plausible compared in full

2.0
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Ackee

Free

Self-hosted, cookie-free analytics you run on your own server.

- Offen is end-to-end encrypted, according to its own site.

Offen and Ackee compared in full

2.8
GPA

GoatCounter

Free

Open source web analytics, free and donation-supported.

- Offen is end-to-end encrypted, according to its own site.

Offen and GoatCounter 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 Offen free?

Yes. Offen is free to use.

How much does Offen cost?

Offen lists one plan. Self-hosted: $0.

What platforms does Offen work on?

Offen is available on Web.

Does Offen have an Android app?

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

Does Offen have an iPhone app?

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

Is Offen open source?

Yes. Offen is open source, according to its own site.

Is Offen end-to-end encrypted?

Offen describes itself as end-to-end encrypted on its own site. Nobody here has audited that.

Who makes Offen?

Offen is made by a company of the same name. It dates from 2019.

What are the alternatives to Offen?

The closest alternatives to Offen in our directory are Matomo, Umami, Plausible, Ackee and GoatCounter.

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

Offen's GPA of 2.0 is higher than 13 of the 58 other website and product analytics tools we grade, and level with 4.

Is Offen good value for money?

ToolGPA grades Offen C for value for money. Offen has no paid plan.

Could I make my own version of Offen?

Offen 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 Offen'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 Offen'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 Offen. Prices change, so check offen.dev before you buy.

offen.dev
offen.dev/about
docs.offen.dev

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Offen, kept up to date

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

toolgpa.com/tools/offen

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, "Offen: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/offen
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Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Offen, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 59 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

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Offen'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. Offen is a trademark of its owner, and this guide is not made, paid for or approved by Offen. Prices and plans change: check offen.dev before you buy.