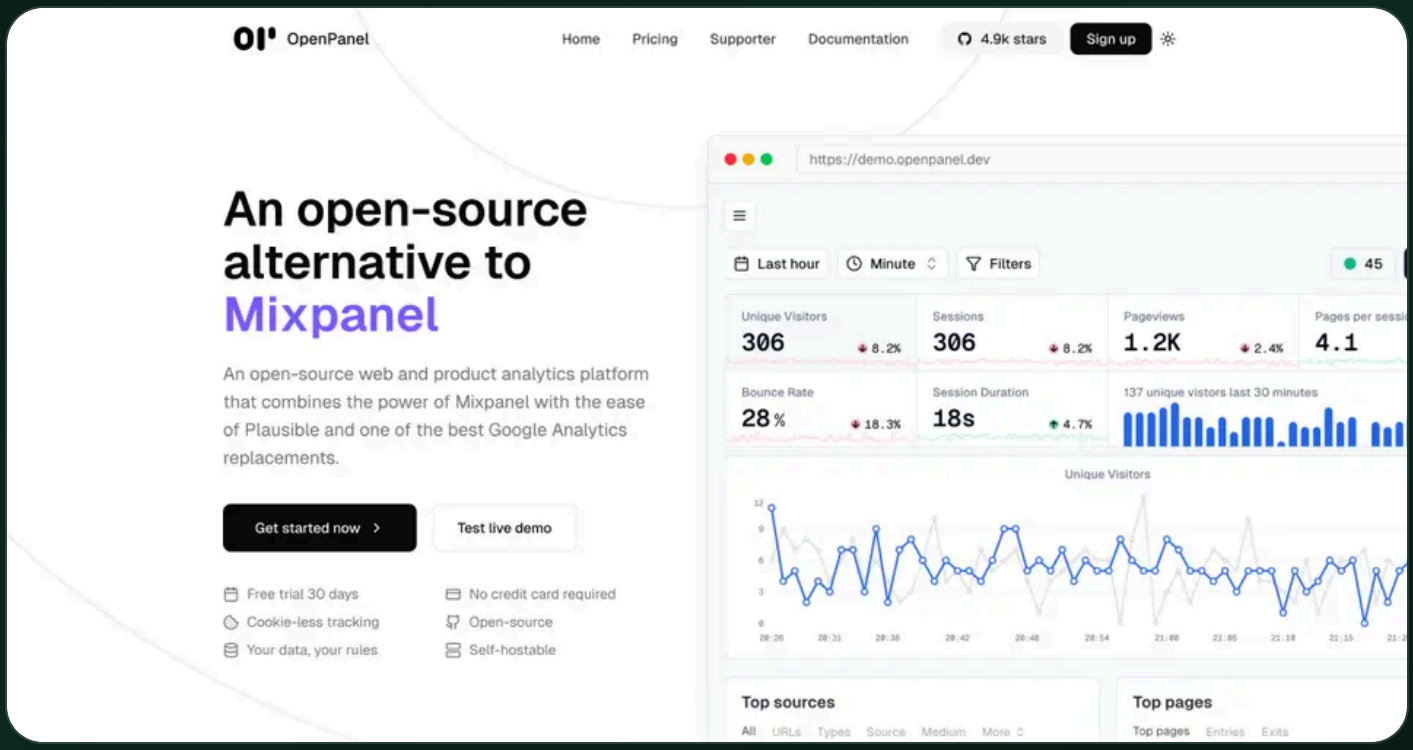
ToolGPA

NOVEMBER 2026

OpenPanel

The Insider's Guide

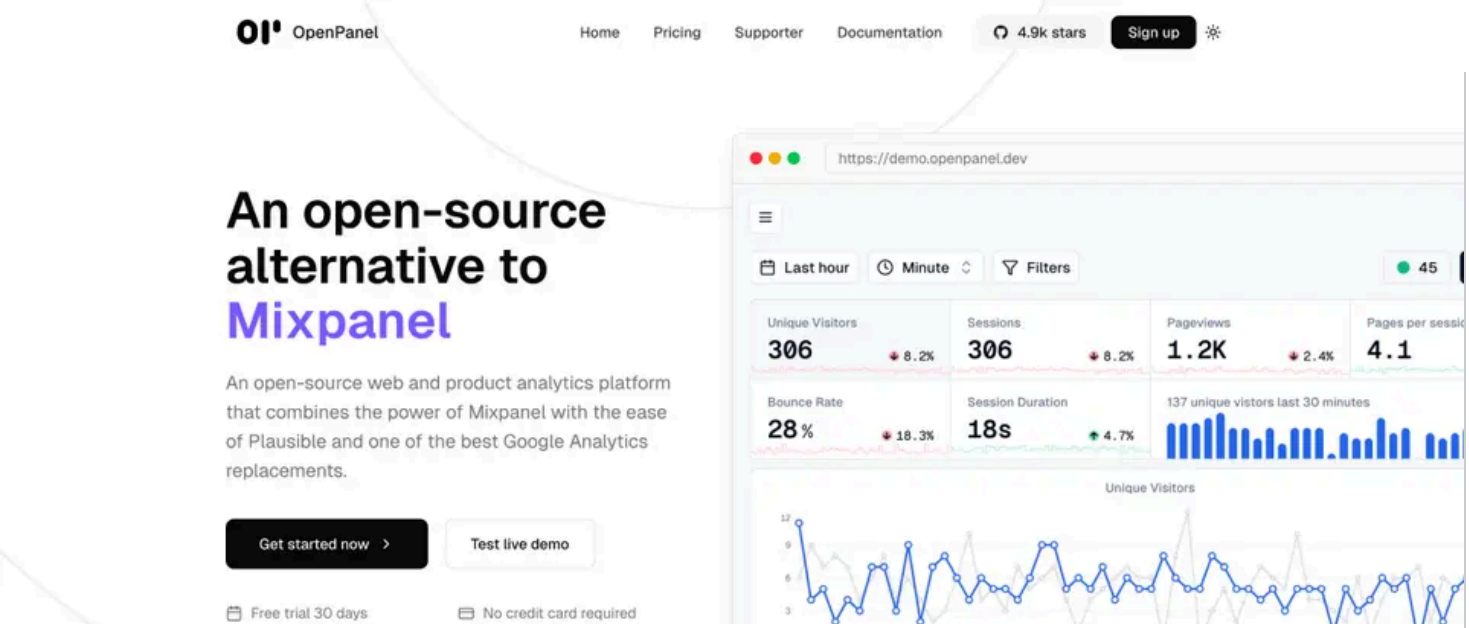
Open-source web and product analytics, cloud or self-hosted



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

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

2.6
GPA



Contents

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

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

2.6

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

OpenPanel combines web analytics and product analytics in one open-source tool, with funnels, retention, cohorts, session replay and revenue tracking. It runs as a cloud service hosted in the EU or on your own servers. Cloud pricing depends only on how many events you send each month.

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

> "
>
> **Cloud is simple but you still add SDKs and set up events.**
>
> From our grade for ease of use

1 **Best for web and product analytics, hosted or self-hosted**

OpenPanel puts web and product analytics together, with funnels, retention, session replay and revenue tracking, on EU cloud or your own server.

2 **Paid plans start at $2.50 a month**

As its pricing page puts it: $2.50 per month for 5K events, billed monthly.

3 There is a free plan

Self-hosted edition is free with no event limits; the Cloud has a 30-day trial, and open-source projects can apply for free Cloud up to 2.5M events.

4 It runs on Web

Web.

5 Web and product analytics together

Visitors, referrers and pages without cookies, alongside funnels, retention, cohorts and user profiles in the same dashboard.

6 Session replay

Session replay and session tracking are listed as features in the product, with no separate add-on price on the pricing page.

7 Revenue tracking

Revenue figures can be shown next to traffic and events in the same views.

8 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.

9 Keep it

Nothing OpenPanel does is plain enough to make in a weekend. The 6 things listed below take a company.

OpenPanel at a glance

PRICING
Free plan, from $2.50 per month for 5K events, billed monthly

FREE PLAN
Yes

FREE TRIAL
30-day free trial of Cloud, no credit card needed

RUNS ON
Web

MADE BY
OpenPanel, since 2023

CATEGORY
Website & Product Analytics

OUR GRADE
2.6 GPA, good

The report card

Best for web and product analytics, hosted or self-hosted

OpenPanel puts web and product analytics together, with funnels, retention, session replay and revenue tracking, on EU cloud or your own server. Cloud starts at $2.50 a month for 5K events and has no permanent free plan, and events past the limit simply stop showing.

TOOLGPA REPORT CARD	OpenPanel	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	Cloud starts at $2.50 a month for 5K events and $20 for 100K. The free self-hosted route needs a server.
Free plan and trial	C	30-day Cloud trial with no card, or self-hosting for free. There's no permanent free Cloud plan.

SUBJECT	GRADE	COMMENT
Features	B	Web and product analytics, funnels, retention, cohorts, replay and revenue, with every feature on every Cloud plan.
Ease of use	C	No rating read. Cloud is simple but you still add SDKs and set up events.
Platforms and integrations	B	Web, with SDKs for web and mobile, and Next.js, React, Vue, Swift and Kotlin.
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 OpenPanel is for

- ✓ Fits if you want web and product analytics in one tool
- ✓ Works for developers who'd self-host or pay by events

Who it is not for

- ✗ Tight if you want free Cloud, since there's only a 30-day trial
- ✗ Watch out: past your plan's limit, new events stop showing until the next period
- ✗ Watch out: self-hosted releases come a little after Cloud
- ✗ Watch out: yearly billing is ten months for twelve, and prices exclude VAT
- ✗ Not for you if you want an open-source free Cloud, which asks for a link back

Good to know

Good for

- Teams that want web and product analytics in one tool
- Developers who prefer to self-host open-source software
- Teams that want the bill to depend on events, not seats

Worth knowing

- Going past the plan limit does not bill extra: new events stop showing until the next period.
- Cloud has no permanent free plan; free use means self-hosting or the open-source program, which asks for a link back.
- Self-hosted releases arrive a little after Cloud.
- Yearly billing costs ten months instead of twelve; prices are shown excluding VAT.

What it costs

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

$2.50

A month to start. There is a free plan too

OpenPanel has a free plan. Paid plans start at $2.50 per month for 5K events, billed monthly.

> **The free self-hosted route needs a server.**
>
> From our grade for value for money

SELF-HOSTED

$0

The same open-source code on your own servers with Docker Compose, with no event limits. You host it yourself.

CLOUD 5K

$2.50

per month for up to 5K events, billed monthly ($25 per year)

Smallest Cloud step. Every feature is included; websites, team members and dashboards are unlimited.

CLOUD 100K

$20

per month for up to 100K events, billed monthly ($200 per year)

Same features as every Cloud plan; only the monthly event allowance changes.

CLOUD 1M

$90

per month for up to 1M events, billed monthly ($900 per year)

Price rises with events; the page also lists 10M at $350 a month and 50M at $900 a month.

CUSTOM

Custom

For more than 50M events a month, by request.

The free plan

Self-hosted edition is free with no event limits; the Cloud has a 30-day trial, and open-source projects can apply for free Cloud up to 2.5M events.

Trying it first

30-day free trial of Cloud, no credit card needed

Read from openpanel.dev on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Two months free on yearly billing

Paying yearly costs ten months instead of twelve, for example $200 a year instead of $20 a month at 100K events.

Stated on openpanel.dev

OTHER SAVINGS

Free Cloud for open-source projects

Open-source projects can get Cloud free up to 2.5M events in exchange for a link back to OpenPanel.

Stated on openpanel.dev

What it does

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

1

Place it runs: Web

Open-source web and product analytics, cloud or self-hosted. Here is what it does, as its own site describes it, and what it covers: open source, self-hostable, public API, AI features, dashboards, web analytics, session replay.

> **Web and product analytics, funnels, retention, cohorts, replay and revenue, with every feature on every Cloud plan.**
>
> From our grade for features

Web and product analytics together

Visitors, referrers and pages without cookies, alongside funnels, retention, cohorts and user profiles in the same dashboard.

Session replay

Session replay and session tracking are listed as features in the product, with no separate add-on price on the pricing page.

Revenue tracking

Revenue figures can be shown next to traffic and events in the same views.

AI observability

Tracks cost, tokens and latency for AI model calls, and lets you pull numbers from your own AI assistant or agent.

Cloud or self-hosted

The cloud is hosted in the EU. The same code runs on your own infrastructure under the AGPL license.

SDKs for web and mobile

Install through a script tag or an SDK. The docs list SDKs including React, Next.js, Vue, React Native, Swift and Kotlin.

Where it runs

- Web

What it works with

- React
- Next.js
- Vue
- React Native
- Swift
- Kotlin
- Vercel AI SDK
- Coolify

OpenPanel is made by OpenPanel, and has been around since 2023.

PART 04 · STANDING

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

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

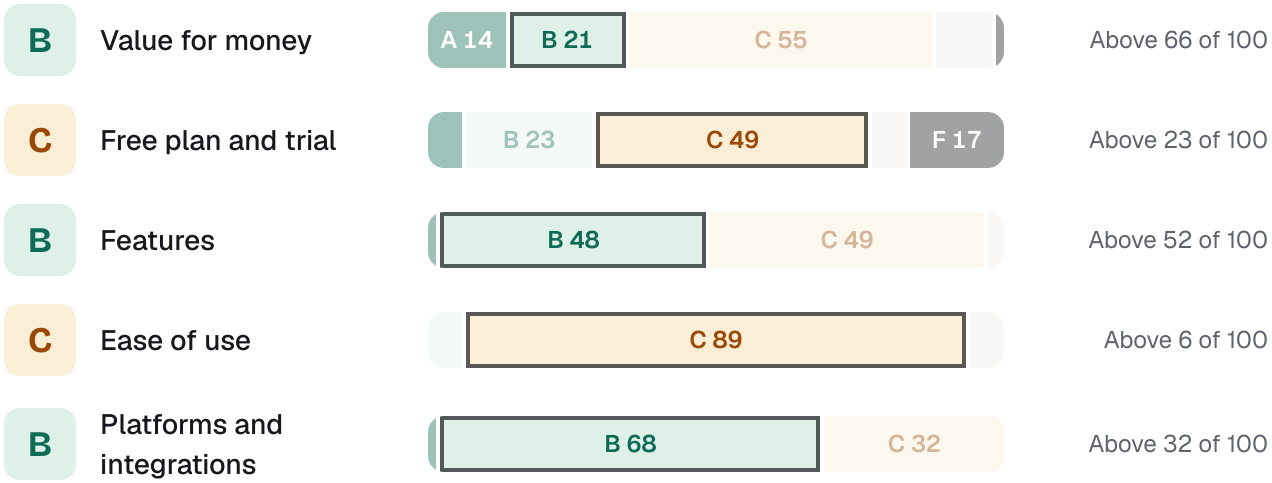
It stands best on value for money (B, above 66 of 100) and worst on ease of use (C, above 6).

Its paid plans start at $2.50 a month, against a middle price of $25 for the category: 2 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

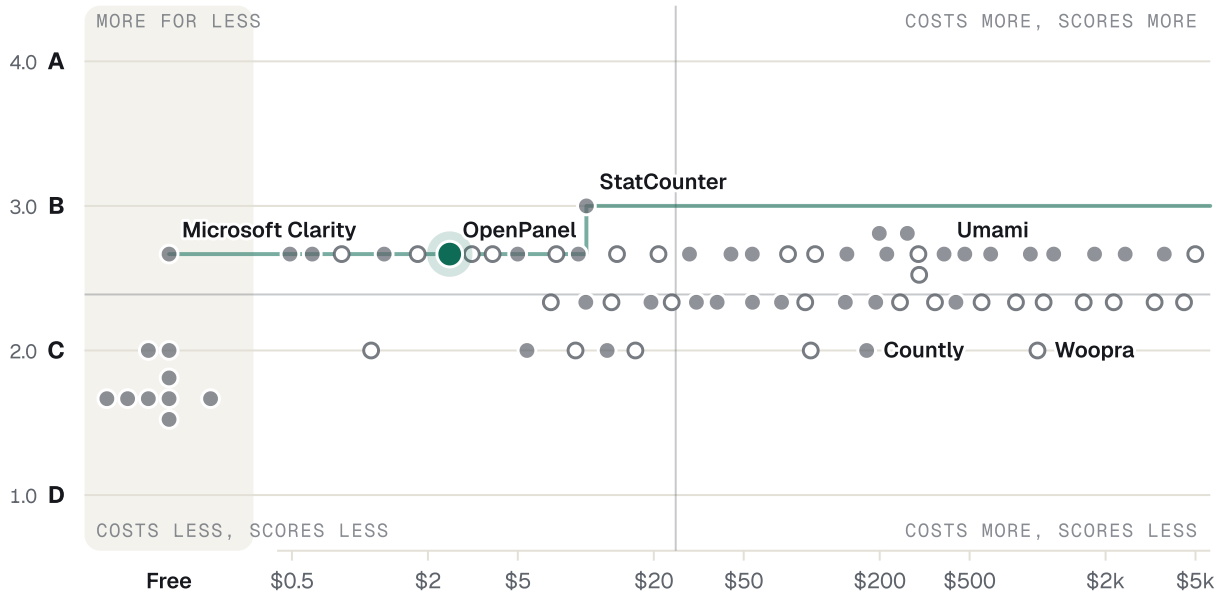
Each grade against the category

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

Nothing OpenPanel does is plain enough to make in a weekend. The 6 things listed below take a company.

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. It costs $30 a year. OpenPanel is open source, so there is a third way: take its code and run it yourself.

What you could not

- ✕ A tracking script and a database that counts every visit.
- ✕ Recordings of what each visitor did on your pages.

- ✕ Connections that pull numbers from dozens of other services.
- ✕ It plugs into other products, React, Next.js and Vue among them, and has an API.
- ✕ 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. OpenPanel'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



PostHog, Plausible, Umami, Mixpanel and Matomo

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

3.2 GPA

PostHog

Free plan · from $0.00005

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

- OpenPanel also covers dashboards.
- PostHog also covers surveys and a/B testing.

OpenPanel and PostHog compared in full

2.4 GPA

Plausible

Free plan · from $7.50/mo

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

- OpenPanel also covers dashboards and session replay.

OpenPanel and Plausible compared in full

2.6 GPA

Umami

Free plan · from $20/mo

Open-source, cookieless web and product analytics.

- OpenPanel also covers dashboards.
- Umami also covers reports.

OpenPanel and Umami compared in full



3.0
GPA

Mixpanel

Free plan · from $100/mo

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

- OpenPanel is open source and self-hostable, according to its own site.
- OpenPanel also covers dashboards.
- Mixpanel also covers a/B testing.

OpenPanel and Mixpanel compared in full



2.4
GPA

Matomo

Free plan · from $26/mo

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

- OpenPanel also covers dashboards.
- Matomo also covers a/B testing.

OpenPanel and Matomo compared in full

PART 06 · QUESTIONS

Quick answers

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

15

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 OpenPanel free?

OpenPanel has a free plan. Self-hosted edition is free with no event limits; the Cloud has a 30-day trial, and open-source projects can apply for free Cloud up to 2.5M events.

How much does OpenPanel cost?

OpenPanel lists 5 plans. Self-hosted: $0.

What platforms does OpenPanel work on?

OpenPanel is available on Web.

Does OpenPanel offer any discounts?

OpenPanel publicly lists the following: Two months free on yearly billing; Free Cloud for open-source projects.

Does OpenPanel have an Android app?

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

Does OpenPanel have an iPhone app?

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

Is OpenPanel open source?

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

Does OpenPanel have an API?

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

What does OpenPanel integrate with?

OpenPanel's listing names React, Next.js, Vue, React Native, Swift, Kotlin, Vercel AI SDK and Coolify.

Does OpenPanel have a free trial?

Yes. 30-day free trial of Cloud, no credit card needed.

Who makes OpenPanel?

OpenPanel is made by a company of the same name. It dates from 2023.

What are the alternatives to OpenPanel?

The closest alternatives to OpenPanel in our directory are PostHog, Plausible, Umami, Mixpanel and Matomo.

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

OpenPanel'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 OpenPanel good value for money?

ToolGPA grades OpenPanel B for value for money. Its paid plans start at $2.50 a month, against a middle price of $25 for the category: 2 of the 63 others that charge start lower.

Could I make my own version of OpenPanel?

Nothing OpenPanel does is plain enough to make in a weekend. The 6 things listed below take a company.

Where this guide comes from

The prices, plans, platforms and features were read from OpenPanel'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 OpenPanel'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 OpenPanel. Prices change, so check openpanel.dev before you buy.

openpanel.dev/pricing
openpanel.dev/about
openpanel.dev/docs
openpanel.dev
openpanel.dev/features

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

OpenPanel, kept up to date

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

toolgpa.com/tools/openpanel

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, "OpenPanel: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/openpanel
```

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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