ToolGPA

NOVEMBER 2026

Piano Analytics

The Insider's Guide

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

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

Made by Piano Software Inc. · checked Nov 13, 2026 · toolgpa.com

1.8

GPA

piano

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

1.8

GPA, above 8 of the 100 other website and product analytics tools we grade

Piano Analytics is the analytics product in Piano's revenue intelligence and monetization platform, which also covers subscriptions, audience data and social distribution. It collects unsampled event data, lets teams build reports in a query tool, and arranges them in drag-and-drop dashboards. Piano says it is GDPR- and HIPAA-compliant. Pricing is not published, and buyers request a demo.

To get you started, here are **7 things to know about Piano Analytics**, taken from its own pages and our grades.

> **No price is published, there is no trial, and the pages read describe an enterprise buyer.**
>
> From our report card of Piano Analytics

1 **Best for enterprise analytics with unsampled event data**

Piano Analytics collects unsampled events, with a query builder and drag-and-drop dashboards.

2 **It runs on Web**

Web.

3 **Unsampled event collection**

Captures customizable events with bot filtering and tag verification; Piano says it processes over four trillion events a year without sampling.

4 **Data Query**

A query builder for exploring the data, whose reports can be saved and reused.

5 **Workspaces dashboards**

Off-the-shelf or custom reports can be placed on drag-and-drop dashboards.

6 **A 1.8 GPA, above 8 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.

7 **Keep it**

The plain part of Piano Analytics you could make: reports. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

Piano Analytics at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Piano Software Inc.	CATEGORY Website & Product Analytics
OUR GRADE 1.8 GPA, weak	

The report card

Best for enterprise analytics with unsampled event data

Piano Analytics collects unsampled events, with a query builder and drag-and-drop dashboards. No price is published, there is no trial, and the pages

read describe an enterprise buyer.

TOOLGPA REPORT CARD	Piano Analytics	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; the site points to a demo request, so it sits in the middle until a quote exists.
Free plan and trial	F	No free plan or self-serve trial is mentioned on the pages read.
Features	B	Unsampled collection, a query builder, dashboards and a unified data model. The listing names no gap in the core work.
Ease of use	C	No store rating on record. It is sold through a demo and needs tagging and setup.
Platforms and integrations	C	Web is the only listed platform, and no integrations are listed.
Grade point average		Weak, out of 4.0 **1.8**

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 Piano Analytics is for

- ✓ Fits if you are a publisher or large brand that wants unsampled data
- ✓ Works for teams that want data from marketing, product and content in one model

Who it is not for

- ✗ Skip it if you want a price before talking to sales, as none is published
- ✗ Not for you if you want to try it first, as there is no trial
- ✗ Watch out: the compliance and speed figures, such as 95% of queries under 2 seconds, are the vendor's own claims
- ✗ Watch out: it is sold alongside Piano's other products, so scope may be larger than you want

Good to know

Good for

- ✓ Large publishers and media companies that already use Piano for subscriptions
- ✓ Organizations that need unsampled analytics with strict privacy requirements
- ✓ Data teams that want a query tool and dashboards in one product

Worth knowing

- ⓘ Pricing is not published; the site points to a demo request.
- ⓘ It is sold alongside Piano's other products, and the pages read describe an enterprise buyer.
- ⓘ No free plan or self-serve trial is mentioned on the pages read.
- ⓘ Compliance and speed figures (such as 95% of queries under 2 seconds) are the vendor's own claims.

What it costs

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

Piano Analytics's current pricing could not be confirmed from its own site.

> **No price is published; the site points to a demo request, so it sits in the middle until a quote exists.**
>
> From our grade for value for money

We could not confirm Piano Analytics's current prices from its own site, so this guide lists no plans. piano.io has them.

What it does

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

1

Place it runs: Web

Behavioral analytics for sites and apps, with a unified data model. Here is what it does, as its own site describes it, and what it covers: AI features, reports, dashboards, web analytics.

> **Unsampled collection, a query builder, dashboards and a unified data model.**

From our grade for features

Unsampled event collection

Captures customizable events with bot filtering and tag verification; Piano says it processes over four trillion events a year without sampling.

Data Query

A query builder for exploring the data, whose reports can be saved and reused.

Workspaces dashboards

Off-the-shelf or custom reports can be placed on drag-and-drop dashboards.

Unified data model

Combines data from marketing, product, content, point-of-sale and other functions, available inside or outside the platform in real time.

Privacy and compliance

Piano states that the product is GDPR- and HIPAA-compliant, as certified by third-party auditors.

Where it runs

Web

What it works with

Its own pages name no integrations.

Piano Analytics is made by Piano Software Inc.

Where it stands

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

8/100

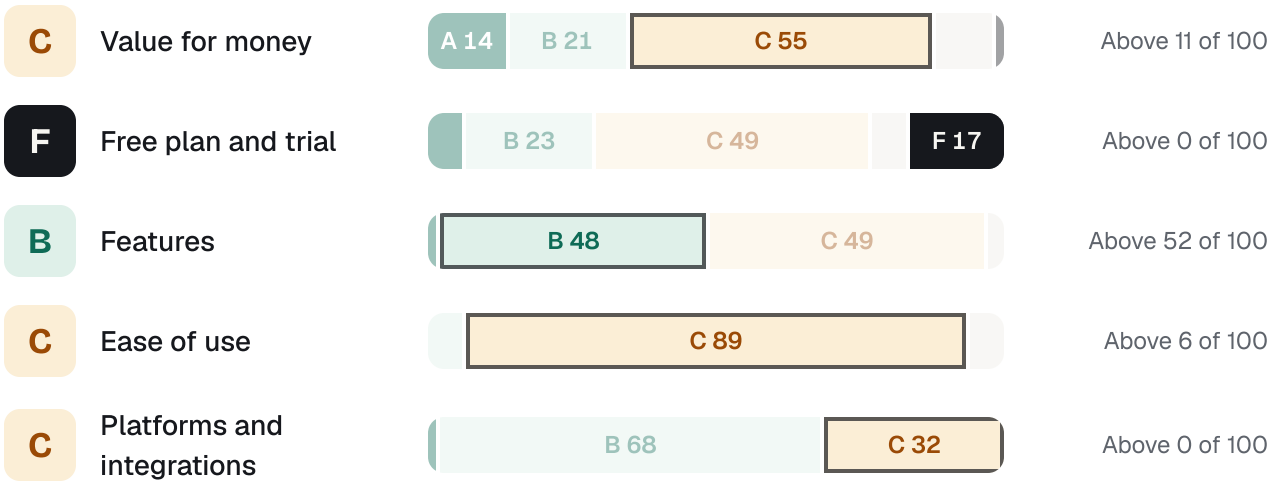
Other website and product analytics tools it is graded above

Piano Analytics's GPA of 1.8 is higher than 8 of the 100 other website and product analytics tools we grade, and level with 9.

It stands best on features (B, above 52 of 100) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Piano Analytics's own letter is outlined.



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

The plain part of Piano Analytics you could make: reports. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 83 of the 100 other website and product analytics tools grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- 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.
- What a company asks for before it lets staff use something: HIPAA.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Piano 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

Piwik PRO, etracker, Mapp Digital Analytics, Matomo and Google Analytics

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

2.2 GPA

Piwik PRO

Free trial · from €36/mo

Privacy-focused analytics suite with tag and consent management.

Piano Analytics and Piwik PRO compared in full

2.6 GPA

etracker

Free trial · from €10.80/mo

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

- etracker also covers a/B testing.

Piano Analytics and etracker compared in full

1.4 GPA

Mapp Digital Analytics

From $3,600/mo

Web and mobile analytics inside the Mapp Cloud marketing suite.

- Mapp Digital Analytics also covers marketing automation.

Piano Analytics and Mapp Digital Analytics compared in full



2.4
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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. Piano Analytics does not.
- Matomo is open source and self-hostable, according to its own site.
- Piano Analytics also covers reports and dashboards.

Piano Analytics and Matomo 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. Piano Analytics does not.
- Only Google Analytics lists iOS and Android apps.
- Piano Analytics also covers dashboards.

Piano Analytics and Google Analytics compared in full

Quick answers

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

9

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 Piano Analytics free?

No. Piano Analytics is a paid product.

What platforms does Piano Analytics work on?

Piano Analytics is available on Web.

Does Piano Analytics have an Android app?

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

Does Piano Analytics have an iPhone app?

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

Is Piano Analytics open source?

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

Who makes Piano Analytics?

Piano Analytics is made by Piano Software Inc.

What are the alternatives to Piano Analytics?

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

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

Piano Analytics's GPA of 1.8 is higher than 8 of the 100 other website and product analytics tools we grade, and level with 9.

Could I make my own version of Piano Analytics?

The plain part of Piano Analytics you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Piano 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 Piano'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 Piano Software Inc. Prices change, so check piano.io before you buy.

piano.io/

piano.io/product/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

Piano Analytics, kept up to date

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

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Piano 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

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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 Piano 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. Piano Analytics is a trademark of its owner, and this guide is not made, paid for or approved by Piano Software Inc. Prices and plans change: check piano.io before you buy.