ToolGPA

NOVEMBER 2026

Power My Analytics

The Insider's Guide

Marketing data hub feeding Data Studio, Sheets, Power BI and AI



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

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

2.0
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 Power My Analytics's own pages, its app-store listings and our grades. Every fact in it is on Power My 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

2.0

GPA, above 26 of the 56 other marketing reporting and call tracking tools we grade

Power My Analytics collects data from advertising, analytics, social, ecommerce and email platforms into a managed warehouse. It then sends that data to reporting and spreadsheet tools such as Data Studio, Google Sheets, Excel and Power BI. Plans are sized by data sources, accounts and admins rather than by features.

> "
>
> **You connect each account and then set up the destination tool.**
>
> From our grade for ease of use

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

1 **Best for moving ad and analytics data into your own reporting tool**

Power My Analytics pulls data from over 85 platforms into a managed warehouse and sends it to Data Studio, Sheets, Excel or Power BI.

2 **Paid plans start at $41.63 a month**

As its pricing page puts it: $41.63 per month, billed annually ($49.95 billed monthly).

3 **You can try it first**

14-day free trial on paid plans, no credit card required

4 **It runs on Web**

Web.

5 **85+ data connectors**

The site says every connector is included on every plan, covering ad, analytics, social, ecommerce, email and CRM platforms.

6 **Managed data warehouse**

Data is stored and backfilled so reports read from the warehouse and keep working through platform API outages.

7 **Reporting destinations**

Send data to Data Studio, Claude, ChatGPT, Power BI and Tableau on all plans; Sheets and Excel from Grow up; BigQuery, SQL and FTP on Custom or as add-ons.

8 **A 2.0 GPA, above 26 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**

The plain part of Power My Analytics you could make: reports. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

Power My Analytics at a glance

PRICING
Free trial, from $41.63 per month, billed annually ($49.95 billed monthly)

FREE PLAN
No

FREE TRIAL
14-day free trial on paid plans, no credit card required

RUNS ON
Web

MADE BY
Power My Analytics

CATEGORY
Marketing Reports & Call Tracking

OUR GRADE
2.0 GPA, fair

The report card

Best for moving ad and analytics data into your own reporting tool

Power My Analytics pulls data from over 85 platforms into a managed warehouse and sends it to Data Studio, Sheets, Excel or Power BI. But it only supplies the data, so you still need a reporting tool, and the Business plan caps you at 5 sources and 5 accounts.

TOOLGPA REPORT CARD — **Power My Analytics** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$41.63 a month on yearly billing, $49.95 monthly, for Business with 5 sources. The category's middle is $62; Pro is $166.63.
Free plan and trial	C	14-day trial on paid plans with no card needed. A free plan holds sample data only.
Features	D	It supplies data only: the Data Studio, Sheets or BI tool you report in is separate, so it needs another product to be useful.
Ease of use	C	No store rating on record. You connect each account and then set up the destination tool.
Platforms and integrations	B	Web product with 85+ connectors, Google, Meta, TikTok, LinkedIn, Shopify and HubSpot, and an API.

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 Power My Analytics is for

- ✓ Fits if you already build reports in Looker Studio, Sheets or Power BI and want the data pulled in for you
- ✓ Works for agencies that want one place to collect client ad data

Who it is not for

- ✗ Skip it if you want dashboards and client reports from the tool itself
- ✗ Tight if you are on Business: 5 sources and 5 accounts in total
- ✗ Pricey if you need BigQuery, SQL or FTP exports or hourly refreshes, which are paid add-ons
- ✗ Watch out: extra accounts cost about $9.95 each a month at first

Good to know

Good for

- ✓ Agencies that already build reports in Data Studio or Power BI
- ✓ Teams that want one warehouse behind spreadsheets and AI assistants

Worth knowing

- ⓘ It supplies data to other reporting tools; the Data Studio, Sheets or BI tool you report in is separate.
- ⓘ The Business plan caps you at 5 sources and 5 accounts; more accounts are an add-on.
- ⓘ Exports to BigQuery, SQL and FTP and hourly refreshes are paid add-ons on Business, Grow and Pro.
- ⓘ A Sample Data plan is free but holds sample data only, so it is for exploring the product.

PART 02 · PRICING

What it costs

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

$41.63

A month to start

Power My Analytics is a paid product with a free trial, starting at $41.63 per month, billed annually ($49.95 billed monthly).

BUSINESS

$41.63

per month for 5 data sources, billed annually ($49.95 billed monthly)

5 sources with 5 accounts in total, 2 admins, 5 Google Business Profile locations, 50 AI Insights credits and email support.

GROW

$83.29

per month, billed annually ($99.95 billed monthly)

Unlimited sources with 7 accounts each, 3 admins, 10 locations, 100 AI Insights credits, Sheets and Excel destinations, Auth Links.

PRO

$166.63

per month, billed annually ($199.95 billed monthly)

Unlimited sources with 20 accounts each, unlimited admins, 100 locations and priority support. Extra accounts run $9.95 each a month at first.

CUSTOM

Custom

Quoted by sales: unlimited accounts, hourly refreshes, BigQuery, SQL and FTP exports, dedicated account rep and custom contracts.

Trying it first

14-day free trial on paid plans, no credit card required

Read from powermyanalytics.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

2 months free with yearly billing

The pricing page says yearly billing gives 2 months free, which works out to $41.63 a month against $49.95 on Business.

Stated on powermyanalytics.com

What it does

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

1

Place it runs: Web

Marketing data hub feeding Data Studio, Sheets, Power BI and AI. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, dashboards, web analytics.

> **It supplies data only: the Data Studio, Sheets or BI tool you report in is separate, so it needs another product to be useful.**
>
> From our grade for features

85+ data connectors

The site says every connector is included on every plan, covering ad, analytics, social, ecommerce, email and CRM platforms.

Managed data warehouse

Data is stored and backfilled so reports read from the warehouse and keep working through platform API outages.

Reporting destinations

Send data to Data Studio, Claude, ChatGPT, Power BI and Tableau on all plans; Sheets and Excel from Grow up; BigQuery, SQL and FTP on Custom or as add-ons.

MCP server and API

MCP access for Claude, ChatGPT and other assistants, plus API access, are listed on every plan.

Data Builder

Blend and transform sources in the Data Builder before sending them on.

Auth Links

Grow and above can send links for clients to authorize their own accounts.

Where it runs

- Web

What it works with

- Google Ads
- Meta Ads
- Google Analytics 4
- Google Search Console
- TikTok Ads
- LinkedIn Ads
- Shopify
- HubSpot

Power My Analytics is made by Power My Analytics.

Where it stands

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

26/56

Other marketing reporting and call tracking tools it is graded above

Power My Analytics's GPA of 2.0 is higher than 26 of the 56 other marketing reporting and call tracking tools we grade, and level with 3.

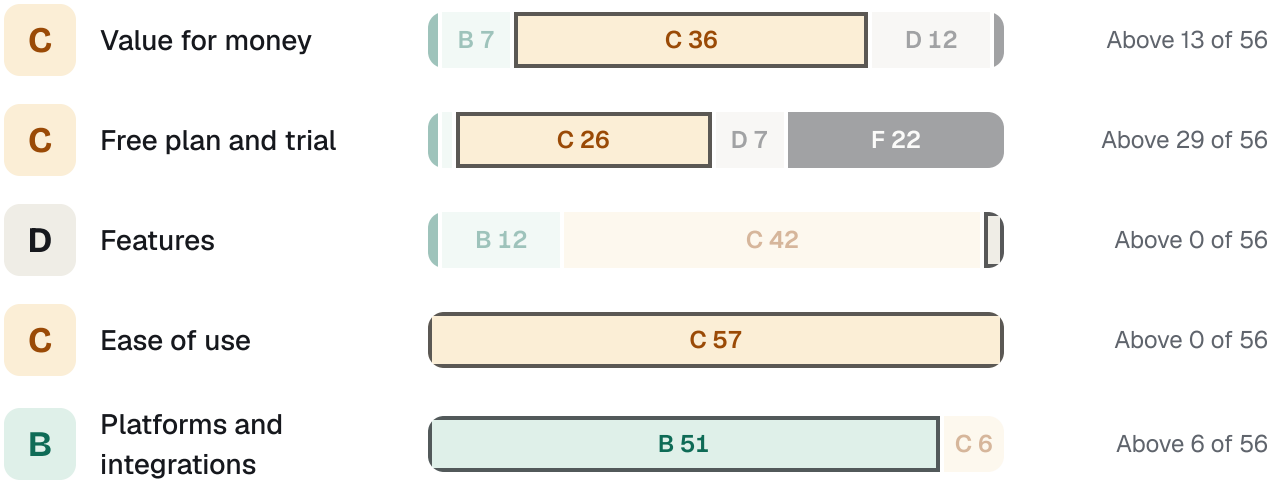
It stands best on platforms and integrations (B, above 6 of 56) and worst on features (D, above 0).

Its paid plans start at $41.63 a month, against a middle price of $50 for the category: 17 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 16 tools score higher and cost less.

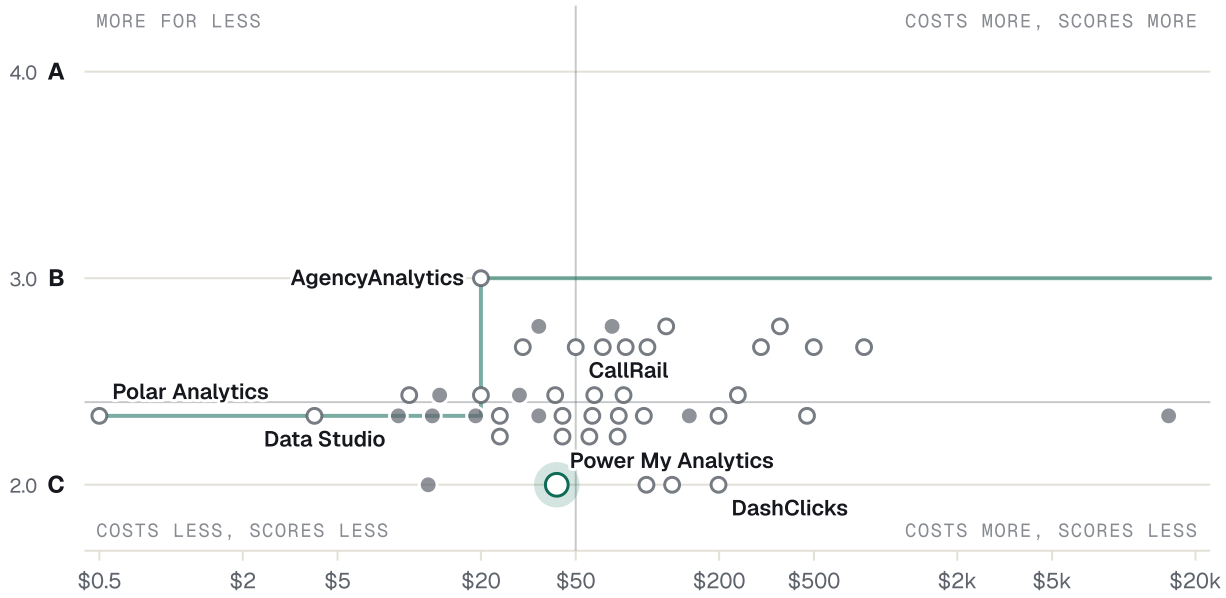
Each grade against the category

Every bar is all 57 marketing reporting and call tracking tools we grade, cut by the letter each got. Power My 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. Power My 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

The plain part of Power My Analytics you could make: reports. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

It costs $499.56 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Connections that pull numbers from dozens of other services.

- A tracking script and a database that counts every visit.
- It plugs into other products, Google Ads, Meta Ads and Google Analytics 4 among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Power My 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, Funnel, Windsor.ai, Catchr and Dataslayer

The 5 tools Power My 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.

- Power My Analytics also covers web analytics.

Power My Analytics and Supermetrics compared in full

2.2 GPA

Funnel

Free trial · from $300/mo

Marketing data hub that feeds dashboards, warehouses and AI.

- Power My Analytics also covers web analytics.

Power My Analytics and Funnel compared in full

2.4 GPA

Windsor.ai

Free plan · from $19/mo

Marketing data connectors for BI tools, sheets and AI.

- Windsor.ai has a free plan. Power My Analytics does not, though it has a free trial.
- Power My Analytics also covers web analytics.

Power My Analytics and Windsor.ai compared in full



2.4
GPA

Catchr

Free trial · from $24/mo

Marketing data connectors for dashboards, sheets and AI tools.

- Power My Analytics also covers dashboards and web analytics.
- Catchr also covers spreadsheets.

Power My Analytics and Catchr compared in full



2.2
GPA

Dataslayer

Free plan · from $35/mo

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

- Dataslayer has a free plan. Power My Analytics does not, though it has a free trial.
- Power My Analytics also covers web analytics.
- Dataslayer also covers spreadsheets.

Power My Analytics and Dataslayer compared in full

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 Power My Analytics free?

No, Power My Analytics is a paid product, but you can try it first. 14-day free trial on paid plans, no credit card required.

How much does Power My Analytics cost?

Power My Analytics lists 4 plans. Business: $41.63 per month for 5 data sources, billed annually ($49.95 billed monthly).

What platforms does Power My Analytics work on?

Power My Analytics is available on Web.

Does Power My Analytics offer any discounts?

Power My Analytics publicly lists the following: 2 months free with yearly billing.

Does Power My Analytics have an Android app?

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

Does Power My Analytics have an iPhone app?

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

Is Power My Analytics open source?

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

Does Power My Analytics have an API?

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

What does Power My Analytics integrate with?

Power My Analytics's listing names Google Ads, Meta Ads, Google Analytics 4, Google Search Console, TikTok Ads, LinkedIn Ads, Shopify and HubSpot.

Who makes Power My Analytics?

Power My Analytics is made by a company of the same name.

What are the alternatives to Power My Analytics?

The closest alternatives to Power My Analytics in our directory are Supermetrics, Funnel, Windsor.ai, Catchr and Dataslayer.

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

Power My Analytics's GPA of 2.0 is higher than 26 of the 56 other marketing reporting and call tracking tools we grade, and level with 3.

Is Power My Analytics good value for money?

ToolGPA grades Power My Analytics C for value for money. Its paid plans start at $41.63 a month, against a middle price of $50 for the category: 17 of the 44 others that charge start lower.

Could I make my own version of Power My Analytics?

The plain part of Power My 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 Power My 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 Power My 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 Power My Analytics. Prices change, so check powermyanalytics.com before you buy.

powermyanalytics.com/pricing/

powermyanalytics.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

Power My Analytics, kept up to date

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

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded marketing reporting and call tracking tools after Power My 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 Power My 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. Power My Analytics is a trademark of its owner, and this guide is not made, paid for or approved by Power My Analytics. Prices and plans change: check powermyanalytics.com before you buy.