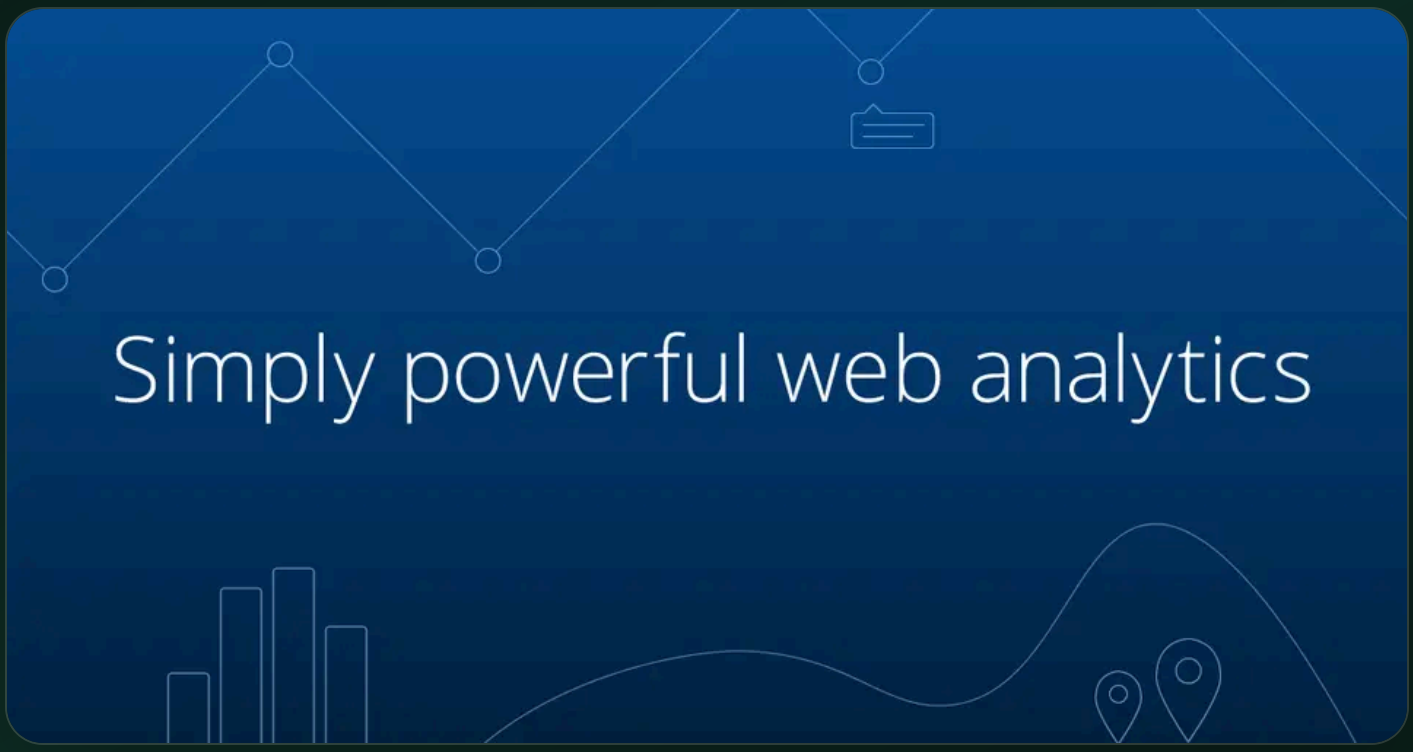
ToolGPA

NOVEMBER 2026

StatCounter

The Insider's Guide

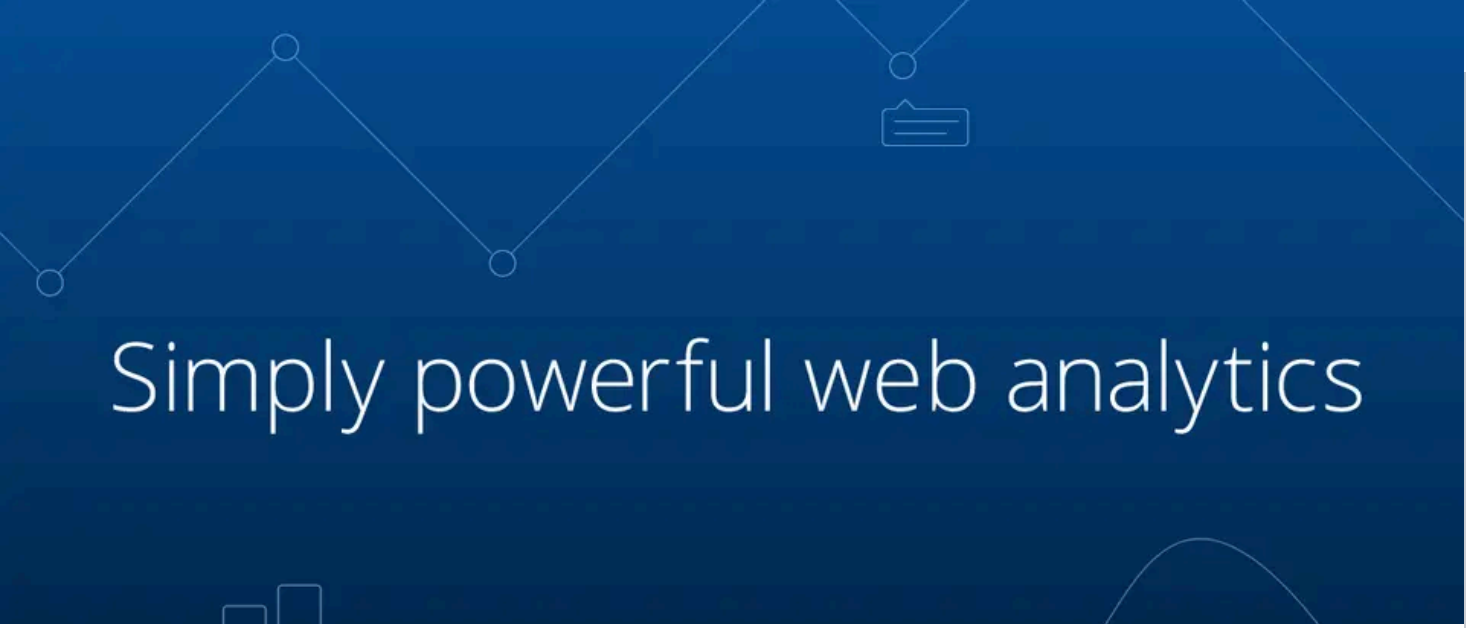
Web traffic stats with a live visitor feed and session replay



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

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

2.8
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 StatCounter's own pages, its app-store listings and our grades. Every fact in it is on StatCounter'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

2.8

GPA, above 85 of the 100 other website and product analytics tools we grade

Statcounter is a web analytics service that tracks sessions and page views with a small tracking code and shows them as reports and a real-time feed of individual visitors. Higher plans add session replay, heatmaps, conversion tracking and Google Ads details per visit. Pricing follows the number of sessions a site gets each month.

> "
>
> **A tracking code to add and reports to learn.**
>
> From our grade for ease of use

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

1 **Best for simple traffic stats with a live visitor feed**

Statcounter counts sessions and shows a live feed of individual visitors, with heatmaps and replay on higher plans.

2 **Paid plans start at about $10.05 a month**

As its pricing page puts it: €9 per month for up to 20,000 sessions (€97 billed yearly).

3 There is a free plan

Basic plan, free forever: 5,000 sessions per month, 14 days of data retention, trend charts, a reports dashboard and a real-time visitor feed.

4 It runs on 4 platforms

Web, iOS, Android and Windows.

5 Live visitor feed

A real-time list of visitors as they arrive, with location, device, navigation path and visit history for each one.

6 Session replay

Plays back a recording of each visitor's session. Basic includes none; recordings are an add-on from 1,000 per month on every plan.

7 Heatmaps

Interactive heatmaps show which parts of a page get attention and where visitors click on elements that are not links. Premium Plus only.

8 A 2.8 GPA, above 85 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

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

StatCounter at a glance

PRICING
Free plan, from €9 per month for up to 20,000 sessions (€97 billed yearly)

FREE PLAN
Yes

FREE TRIAL
30-day free trial of all features, no credit card required

RUNS ON
Web, Windows, iOS, Android

MADE BY
Statcounter

CATEGORY
Website & Product Analytics

OUR GRADE
2.8 GPA, good

The report card

Best for simple traffic stats with a live visitor feed

Statcounter counts sessions and shows a live feed of individual visitors, with heatmaps and replay on higher plans. The free plan stops at 5,000 sessions with 14 days of data, and replay is billed separately.

TOOLGPA REPORT CARD — **StatCounter** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Premium is €9 a month for 20,000 sessions, near $10, inside the $13 where the cheaper quarter ends.
Free plan and trial	C	Free forever, but 5,000 sessions a month and 14 days of data are caps you'll reach. The 30-day trial needs no card.

SUBJECT	GRADE	COMMENT
Features	B	Sessions, a live feed, conversions, replay, heatmaps and UTM tracking. Replay and heatmaps cost more.
Ease of use	C	No rating read. A tracking code to add and reports to learn.
Platforms and integrations	A	Web, iPhone, Android and Windows apps, an API, and WordPress, Squarespace and Google Ads links.
Grade point average		Good, out of 4.0 **2.8**

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 StatCounter is for

- ✓ Fits if you want to watch individual visits as they happen
- ✓ Works for small sites under 20,000 sessions a month

Who it is not for

- ✗ Tight if you stay free, with 5,000 sessions and 14 days of data
- ✗ Watch out: session replay is billed separately from €9 a month
- ✗ Watch out: heatmaps and UTM tracking need Premium Plus at €19
- ✗ Pricey if your traffic grows, since 100,000 sessions is €29 or €45
- ✗ Watch out: the prices read were in euros, with no confirmed dollar price

Good to know

Good for

- ✓ Small sites that want a free traffic counter with no training
- ✓ Owners who want to see individual visitors in real time
- ✓ Blogs and shops on WordPress, Squarespace or Blogger

Worth knowing

- ⓘ The pricing page displayed euro prices when read from India; a US dollar list price was not confirmed.
- ⓘ The free Basic plan stops at 5,000 sessions a month and keeps data for only 14 days.
- ⓘ Session replay is billed separately: €9 a month for 1,000 recordings, €19 for 10,000, €29 for 50,000.
- ⓘ Heatmaps and UTM campaign tracking need Premium Plus, the higher-priced tier.

PART 02 · PRICING

What it costs

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

~$10.05

A month to start. There is a free plan too

StatCounter has a free plan. Paid plans start at €9 per month for up to 20,000 sessions (€97 billed yearly).

BASIC

€0

per month for up to 5,000 sessions

Trend charts, reports dashboard, real-time visitor feed and basic email reports. 14 days of data retention.

PREMIUM

€9

per month for up to 20,000 sessions (€97 billed yearly)

Adds landing page analysis, conversion tracking, CSV export, API access, live chat support and 3 years of data. €29 a month at 100,000 sessions.

PREMIUM PLUS

€19

per month for up to 20,000 sessions (€205 billed yearly)

Adds heatmaps, Google Ads integration and UTM campaign tracking, with 5 years of data. €45 a month at 100,000 sessions.

The free plan

Basic plan, free forever: 5,000 sessions per month, 14 days of data retention, trend charts, a reports dashboard and a real-time visitor feed.

Trying it first

30-day free trial of all features, no credit card required

Read from statcounter.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 10% with yearly billing

The pricing page says paying yearly saves 10%: Premium at 20,000 sessions is €97 a year against €9 a month.

Stated on statcounter.com

What it does

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

4

Places it runs: Web, Windows, iOS and Android

Web traffic stats with a live visitor feed and session replay. Here is what it does, as its own site describes it, and what it covers: public API, reports, web analytics, session replay.

> **Sessions, a live feed, conversions, replay, heatmaps and UTM tracking.**
>
> From our grade for features

Live visitor feed

A real-time list of visitors as they arrive, with location, device, navigation path and visit history for each one.

Session replay

Plays back a recording of each visitor's session. Basic includes none; recordings are an add-on from 1,000 per month on every plan.

Heatmaps

Interactive heatmaps show which parts of a page get attention and where visitors click on elements that are not links. Premium Plus only.

Conversion and paid traffic analysis

Premium tracks a landing page conversion rate and looks for repeat paid clicks from the same visitor, to help spot click fraud.

Visitor labels and alerts

Attach notes or customer IDs to a visitor and get an email or mobile alert when that visitor returns. Premium and above.

Mobile apps and API

iOS, Android and Windows apps are linked from the site, and the Premium plan adds API access for custom reports and scripts.

Where it runs

Web · Windows · iOS · Android

What it works with

WordPress · Squarespace · Blogger · Tumblr · SmugMug · Google Ads

StatCounter is made by Statcounter.

PART 04 · STANDING

Where it stands

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

85/100

Other website and product analytics tools it is graded above

StatCounter's GPA of 2.8 is higher than 85 of the 100 other website and product analytics tools we grade, and level with 8.

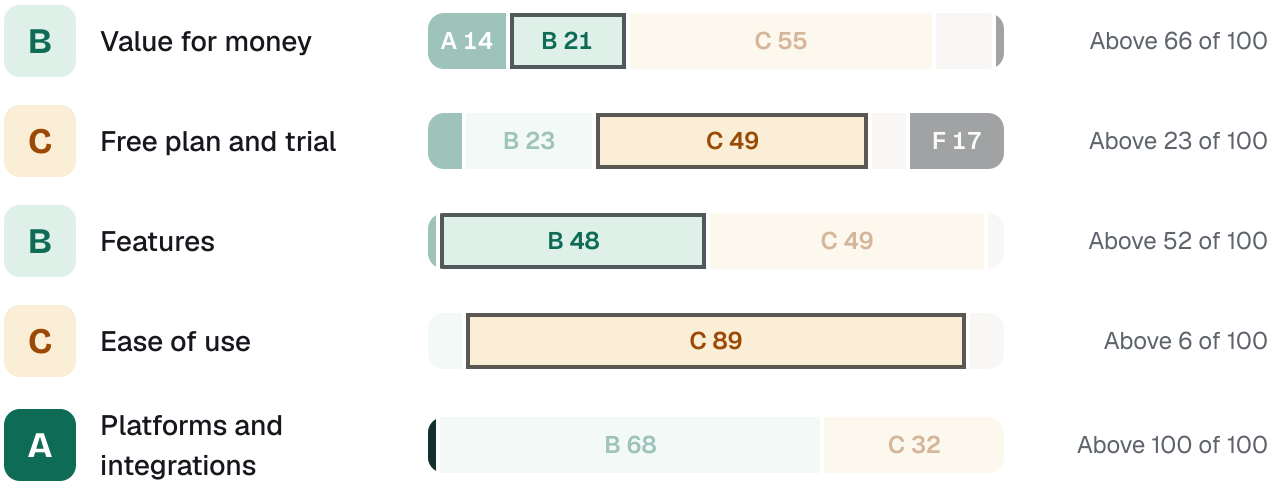
It stands best on platforms and integrations (A, above 100 of 100) and worst on ease of use (C, above 6).

Its paid plans start at about $10.05 a month, against a middle price of $25 for the category: 15 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 3.0 out of 4, and no tool on the category's chart scores higher without costing more.

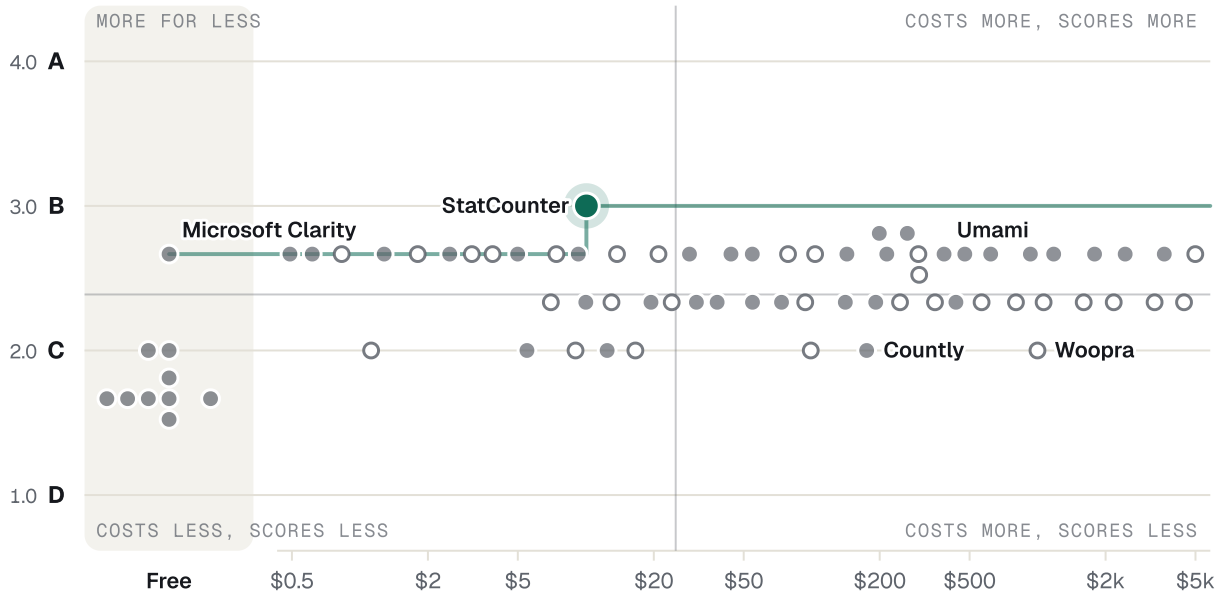
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. StatCounter'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. StatCounter 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 StatCounter you could make: reports. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

It is one of the better ones too: its GPA of 2.8 is higher than 85 of the 100 other website and product analytics tools we grade. It costs $120.66 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

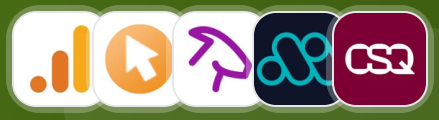
- A tracking script and a database that counts every visit.

- Recordings of what each visitor did on your pages.
- Apps for Windows, iOS and Android that stay in step with each other.
- It plugs into other products, WordPress, Squarespace and Blogger among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. StatCounter'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



Google Analytics, Clicky, GoatCounter, Matomo and Contentsquare

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

3.4 GPA

Google Analytics

Free plan

Google's free website and app analytics, with a paid 360 tier.

- Only StatCounter lists a Windows app.
- StatCounter also covers session replay.

StatCounter and Google Analytics compared in full

2.8 GPA

Clicky

Free plan · from $9.99/mo

Real-time, privacy-friendly web analytics with heatmaps.

- Only StatCounter lists iOS, Android and Windows apps.
- Only Clicky lists a browser extension.
- StatCounter also covers session replay.

StatCounter and Clicky compared in full



2.8 GPA

GoatCounter

Free

Open source web analytics, free and donation-supported.

- Only StatCounter lists iOS, Android and Windows apps.
- GoatCounter is open source and self-hostable, according to its own site.
- StatCounter also covers reports and session replay.

StatCounter and GoatCounter 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.

- Only StatCounter lists iOS, Android and Windows apps.
- Matomo is open source and self-hostable, according to its own site.
- StatCounter also covers reports.

StatCounter and Matomo compared in full



2.8 GPA

Contentsquare

Free plan · from $39/mo

Heatmaps, session replays and surveys, formerly sold as Hotjar.

- Only StatCounter lists iOS, Android and Windows apps.
- StatCounter also covers reports.
- Contentsquare also covers surveys.

StatCounter and Contentsquare 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 StatCounter free?

StatCounter has a free plan. Basic plan, free forever: 5,000 sessions per month, 14 days of data retention, trend charts, a reports dashboard and a real-time visitor feed.

How much does StatCounter cost?

StatCounter lists 3 plans. Basic: €0 per month for up to 5,000 sessions.

What platforms does StatCounter work on?

StatCounter is available on Web, iOS, Android and Windows.

Does StatCounter offer any discounts?

StatCounter publicly lists the following: Save 10% with yearly billing.

Does StatCounter have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. StatCounter is listed for Web, iOS, Android and Windows.

Does StatCounter have a Linux app?

No Linux app was listed when its pages were read on Nov 13, 2026. StatCounter is listed for Web, iOS, Android and Windows.

Is StatCounter open source?

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

Does StatCounter have an API?

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

What does StatCounter integrate with?

StatCounter's listing names WordPress, Squarespace, Blogger, Tumblr, SmugMug and Google Ads.

Does StatCounter have a free trial?

Yes. 30-day free trial of all features, no credit card required.

Who makes StatCounter?

StatCounter is made by Statcounter.

What are the alternatives to StatCounter?

The closest alternatives to StatCounter in our directory are Google Analytics, Clicky, GoatCounter, Matomo and Contentsquare.

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

StatCounter's GPA of 2.8 is higher than 85 of the 100 other website and product analytics tools we grade, and level with 8.

Is StatCounter good value for money?

ToolGPA grades StatCounter B for value for money. Its paid plans start at about $10.05 a month, against a middle price of $25 for the category: 15 of the 63 others that charge start lower.

Could I make my own version of StatCounter?

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

Where this guide comes from

The prices, plans, platforms and features were read from StatCounter'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 Statcounter's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews. Prices were read in euros.

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 Statcounter. Prices change, so check statcounter.com before you buy.

statcounter.com/pricing/
statcounter.com/features/
statcounter.com
statcounter.com/support/mobile-app/

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

StatCounter, kept up to date

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

toolgpa.com/tools/statcounter

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

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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