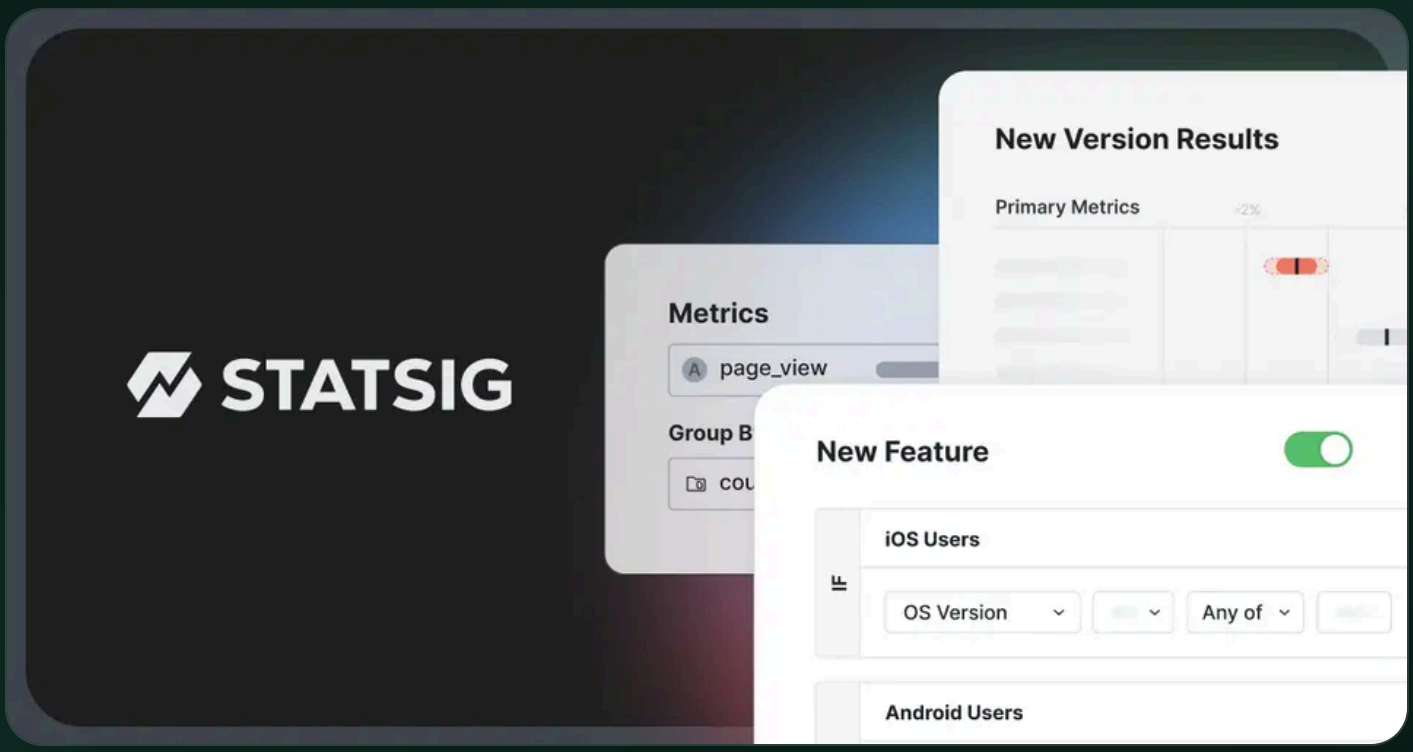
ToolGPA

NOVEMBER 2026

Statsig

The Insider's Guide

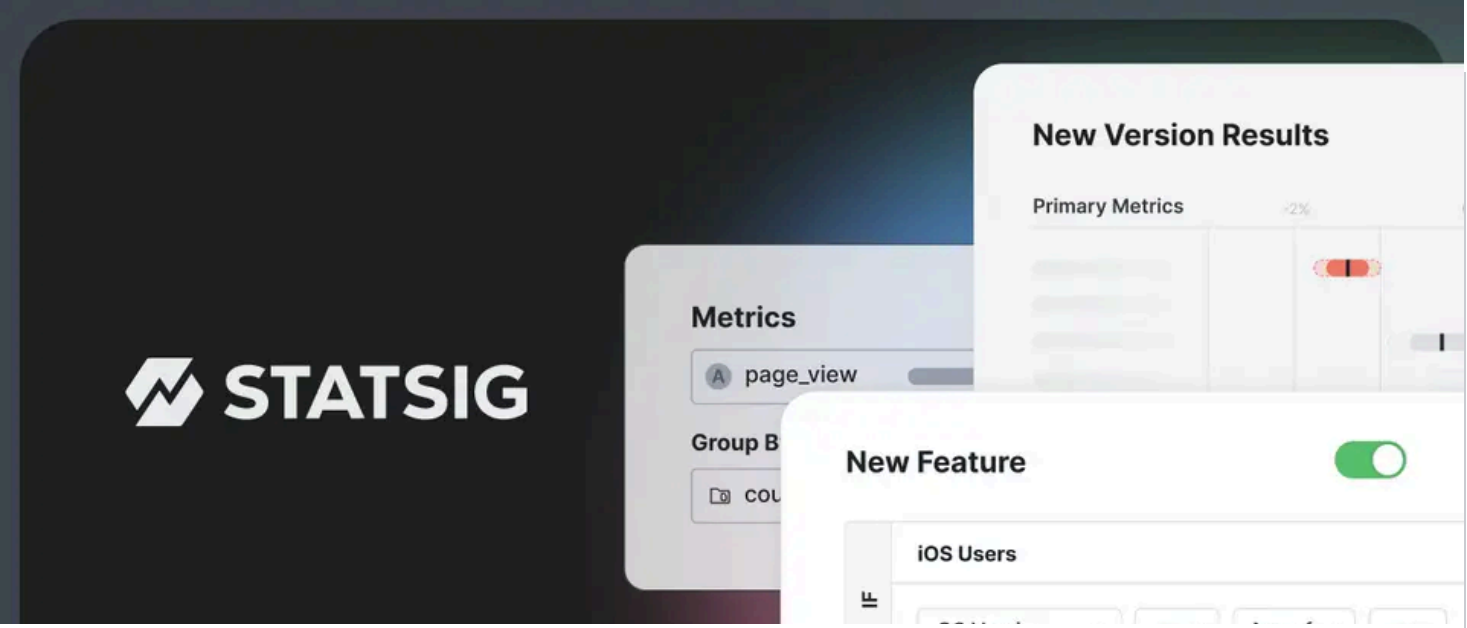
Feature flags, experiments and product analytics in one platform



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

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

3.0
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 Statsig's own pages, its app-store listings and our grades. Every fact in it is on Statsig'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

3.0

GPA, above 94 of the 100 other website and product analytics tools we grade

Statsig combines feature flags, A/B experimentation, product and web analytics and session replay in one platform. Teams add an SDK, then release features behind flags and measure their effect on shared metrics. A free Developer plan covers 2 million events a month with unlimited seats.

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

1 **Best for feature flags and experiments in one place**

CUPED, holdouts and unlimited retention need Pro, SSO and warehouse deployment need Enterprise, and it takes SDK work to start.

2 **Paid plans start at $150 a month**

As its pricing page puts it: $150 per month for 5M events.

3 **There is a free plan**

Developer plan: 2M events a month, unlimited flag and config checks, 50,000 session replays a month, 1-year analytics retention and unlimited seats.

4 **It runs on Web**

Web.

5 **Experimentation**

A/B/n and multivariate tests with Bayesian and frequentist methods, plus CUPED, sequential testing and holdouts on higher plans.

6 **Feature flags and configs**

Feature gates, dynamic configs and percentage or scheduled rollouts, with a flag dashboard and alerts for stale gates.

7 **Product and web analytics**

Event-based analytics on the same events used for experiments, with a year of retention on the free plan and unlimited on Pro.

8 **A 3.0 GPA, above 94 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 Statsig does is plain enough to make in a weekend. The 6 things listed below take a company.

Statsig at a glance

PRICING
Free plan, from $150 per month for 5M events

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Statsig

CATEGORY
Website & Product Analytics

OUR GRADE
3.0 GPA, very good

The report card

Best for feature flags and experiments in one place

Statsig puts feature flags, experiments, analytics and session replay in one platform, with a free plan of 2 million events and unlimited seats. CUPED,

holdouts and unlimited retention need Pro, SSO and warehouse deployment need Enterprise, and it takes SDK work to start.

TOOLGPA REPORT CARD **Statsig** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	Free for 2M events a month with unlimited seats, which covers most small teams. Pro is $150 for 5M events.
Free plan and trial	B	2M events, unlimited flag checks and 50,000 replays a month, free. Real use, though the advanced stats aren't included.
Features	B	Experiments, flags, product analytics, replay and SDKs. Nothing in the core job is missing.
Ease of use	C	No rating read. You add SDKs and define metrics first.
Platforms and integrations	B	Web with SDKs, and Segment, Amplitude, Mixpanel, Datadog, Slack and Jira links.

Grade point average Very good, out of 4.0 **3.0**

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 Statsig is for

- ✓ Fits if you ship features behind flags and want results in the same tool
- ✓ Works for small teams that want unlimited seats on a free plan

Who it is not for

- ✕ Tight if you want CUPED or holdouts, which are Pro
- ✕ Pricey if you go past 5M events, at $0.05 per 1K events on Pro
- ✕ Watch out: SSO, role-based access and warehouse deployment are Enterprise only
- ✕ Watch out: unlimited retention isn't on the free plan
- ✕ Not for you if you want a quick setup, because SDKs go into your product first

Good to know

Good for

- ✓ Engineering teams shipping behind feature flags
- ✓ Product teams that want experiments and analytics on shared events
- ✓ Small teams that can stay inside the free event allowance

Worth knowing

- ⓘ Pro includes 5M events a month and bills $0.05 per 1K events beyond that.
- ⓘ Warehouse native deployment, SSO and role-based access are Enterprise only.
- ⓘ Advanced experimentation such as CUPED and holdouts and unlimited retention are not on the free plan.
- ⓘ Enterprise pricing is not published and is based on events or experiments.

PART 02 · PRICING

What it costs

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

$150

A month to start. There is a free plan too

Statsig has a free plan. Paid plans start at $150 per month for 5M events.

> **Real use, though the advanced stats aren't included.**
>
> From our grade for free plan and trial

DEVELOPER

$0

2M events a month, unlimited flag checks, 50,000 session replays a month, 1-year analytics retention and unlimited seats.

PRO

$150

per month, includes 5M events

Then $0.05 per 1K events. Adds advanced experimentation and analytics, unlimited retention, change approvals and 100,000 replays a month.

ENTERPRISE

Custom

Warehouse native deployment, data warehouse imports, SSO and role-based access, priority support and HIPAA eligibility with a BAA.

The free plan

Developer plan: 2M events a month, unlimited flag and config checks, 50,000 session replays a month, 1-year analytics retention and unlimited seats.

Read from statsig.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Feature flags, experiments and product analytics in one platform. Here is what it does, as its own site describes it, and what it covers: public API, dashboards, web analytics, session replay, a/B testing.

> **Experiments, flags, product analytics, replay and SDKs.**

From our grade for features

Experimentation

A/B/n and multivariate tests with Bayesian and frequentist methods, plus CUPED, sequential testing and holdouts on higher plans.

Feature flags and configs

Feature gates, dynamic configs and percentage or scheduled rollouts, with a flag dashboard and alerts for stale gates.

Product and web analytics

Event-based analytics on the same events used for experiments, with a year of retention on the free plan and unlimited on Pro.

Session replay

Recordings of user sessions are included on the Developer and Pro plans, at 50,000 and 100,000 a month.

Warehouse native deployment

Enterprise customers can run Statsig on their own data warehouse for security and data governance.

SDKs

The vendor lists 30+ SDKs for almost every language, described as open source.

Where it runs

Web

What it works with

Segment
Amplitude
Mixpanel
Datadog
Fivetran
Jira
Slack
Rudderstack

Statsig is made by Statsig.

Where it stands

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

94/100

Other website and product analytics tools it is graded above

Statsig's GPA of 3.0 is higher than 94 of the 100 other website and product analytics tools we grade, and level with 3.

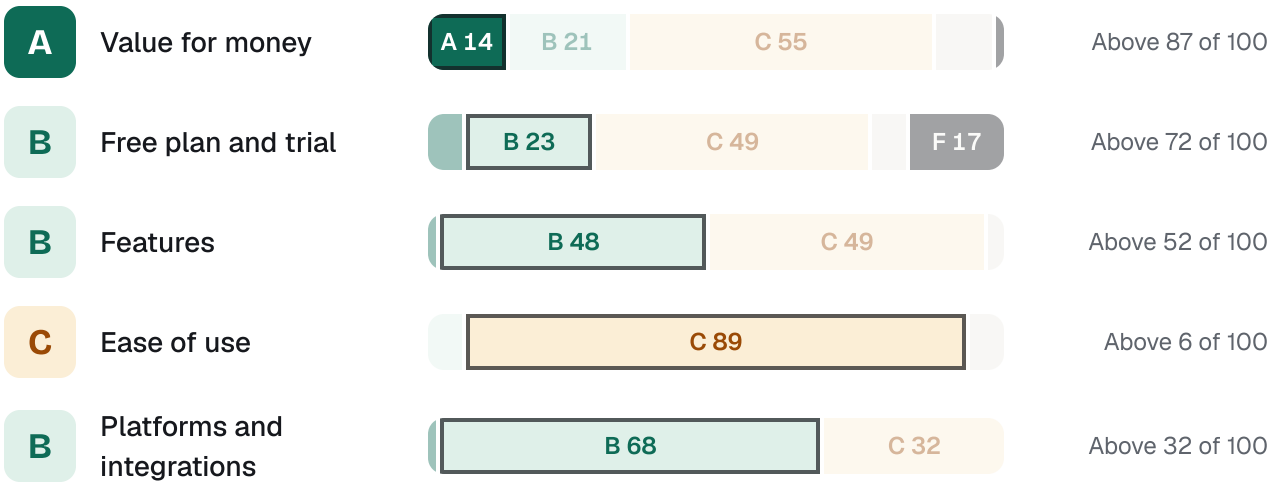
It stands best on value for money (A, above 87 of 100) and worst on ease of use (C, above 6).

Its paid plans start at $150 a month, against a middle price of $25 for the category: 50 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

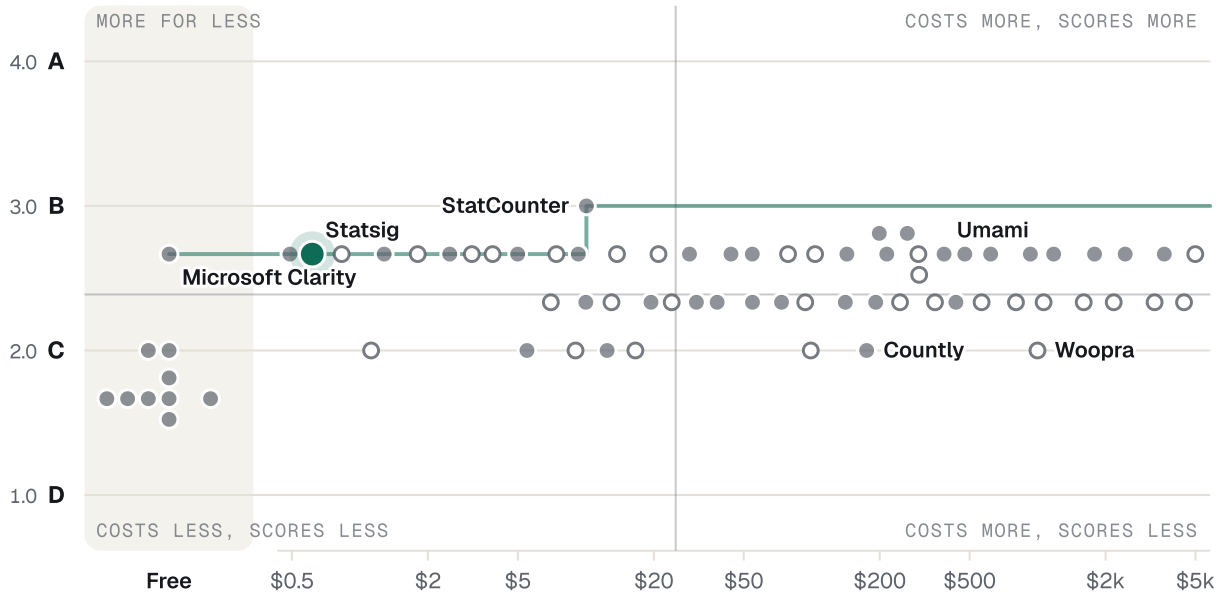
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Statsig'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. Statsig 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 Statsig 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 3.0 is higher than 94 of the 100 other website and product analytics tools we grade. It costs $1,800 a year.

What you could not

- ✕ Splitting visitors between versions and telling you which won.
- ✕ 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, Segment, Amplitude and Mixpanel among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Statsig'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



GrowthBook, PostHog, Optimizely, Amplitude and Convert Experiences

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

2.8 GPA

GrowthBook

Free plan · from $40/mo

Open-source feature flags and A/B testing on your own warehouse.

- GrowthBook is open source and self-hostable, according to its own site.
- Statsig also covers web analytics and session replay.

Statsig and GrowthBook compared in full

3.2 GPA

PostHog

Free plan · from $0.00005

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

- PostHog is open source and self-hostable, according to its own site.
- Statsig also covers dashboards.
- PostHog also covers surveys.

Statsig and PostHog compared in full



1.8 GPA

Optimizely

Paid

Experimentation, feature flags and a CMS for digital teams.

- Statsig has a free plan. Optimizely does not.
- Statsig also covers dashboards, web analytics and session replay.
- Optimizely also covers AI agents and reports.

Statsig and Optimizely compared in full



3.0 GPA

Amplitude

Free plan · from $900/yr

Product analytics with session replay, experiments and in-app guides.

- Statsig also covers dashboards.
- Amplitude also covers surveys.

Statsig and Amplitude compared in full



2.2 GPA

Convert Experiences

Free trial · from $299/mo

A/B testing and full-stack experimentation priced by tested users.

- Statsig has a free plan. Convert Experiences does not, though it has a free trial.
- Statsig also covers web analytics and session replay.

Statsig and Convert Experiences compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Statsig free?

Statsig has a free plan. Developer plan: 2M events a month, unlimited flag and config checks, 50,000 session replays a month, 1-year analytics retention and unlimited seats.

How much does Statsig cost?

Statsig lists 3 plans. Developer: $0.

What platforms does Statsig work on?

Statsig is available on Web.

Does Statsig have an Android app?

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

Does Statsig have an iPhone app?

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

Is Statsig open source?

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

Does Statsig have an API?

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

What does Statsig integrate with?

Statsig's listing names Segment, Amplitude, Mixpanel, Datadog, Fivetran, Jira, Slack and Rudderstack.

Who makes Statsig?

Statsig is made by a company of the same name.

What are the alternatives to Statsig?

The closest alternatives to Statsig in our directory are GrowthBook, PostHog, Optimizely, Amplitude and Convert Experiences.

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

Statsig's GPA of 3.0 is higher than 94 of the 100 other website and product analytics tools we grade, and level with 3.

Is Statsig good value for money?

ToolGPA grades Statsig A for value for money. Its paid plans start at $150 a month, against a middle price of $25 for the category: 50 of the 63 others that charge start lower.

Could I make my own version of Statsig?

Nothing Statsig 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 Statsig'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 Statsig'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 Statsig. Prices change, so check statsig.com before you buy.

statsig.com/pricing

statsig.com/integrations

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

Statsig, kept up to date

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

toolgpa.com/tools/statsig

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

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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