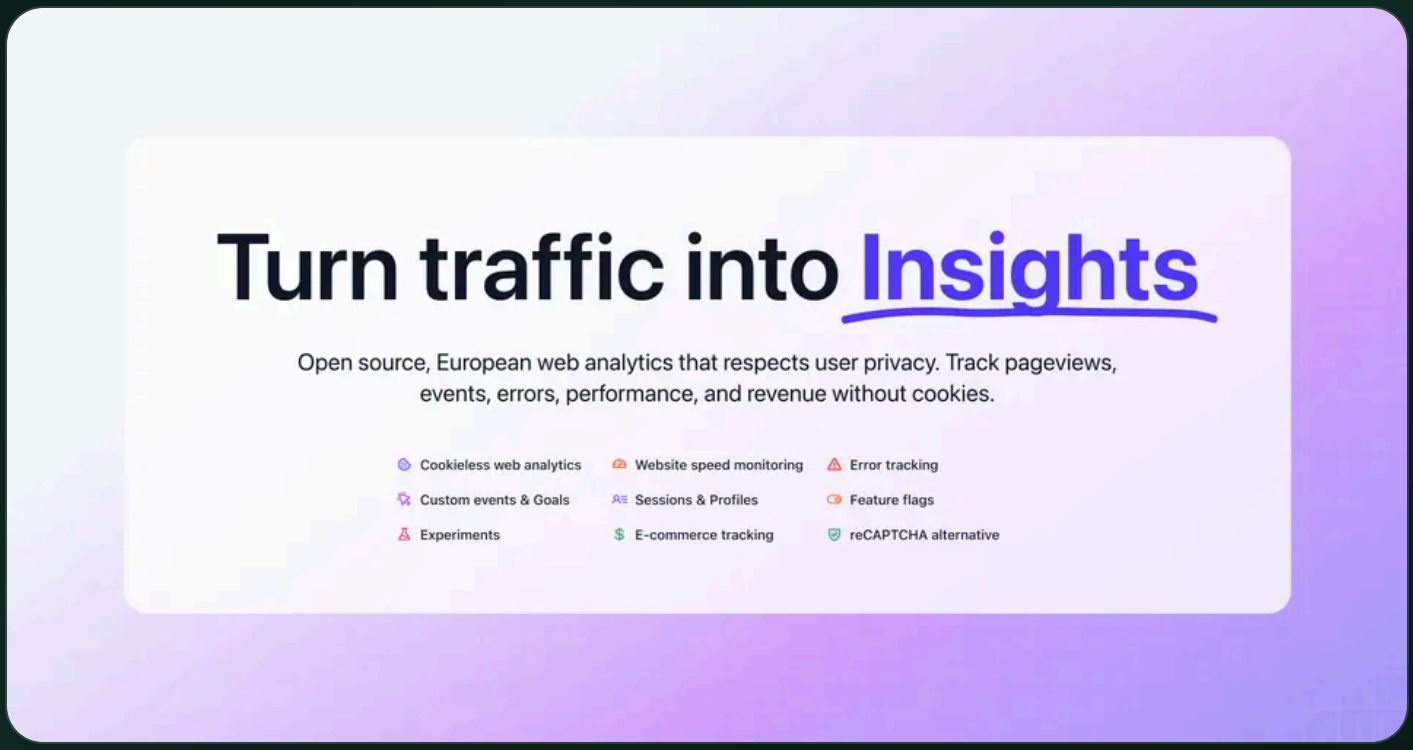
ToolGPA

NOVEMBER 2026

Swetrix

The Insider's Guide

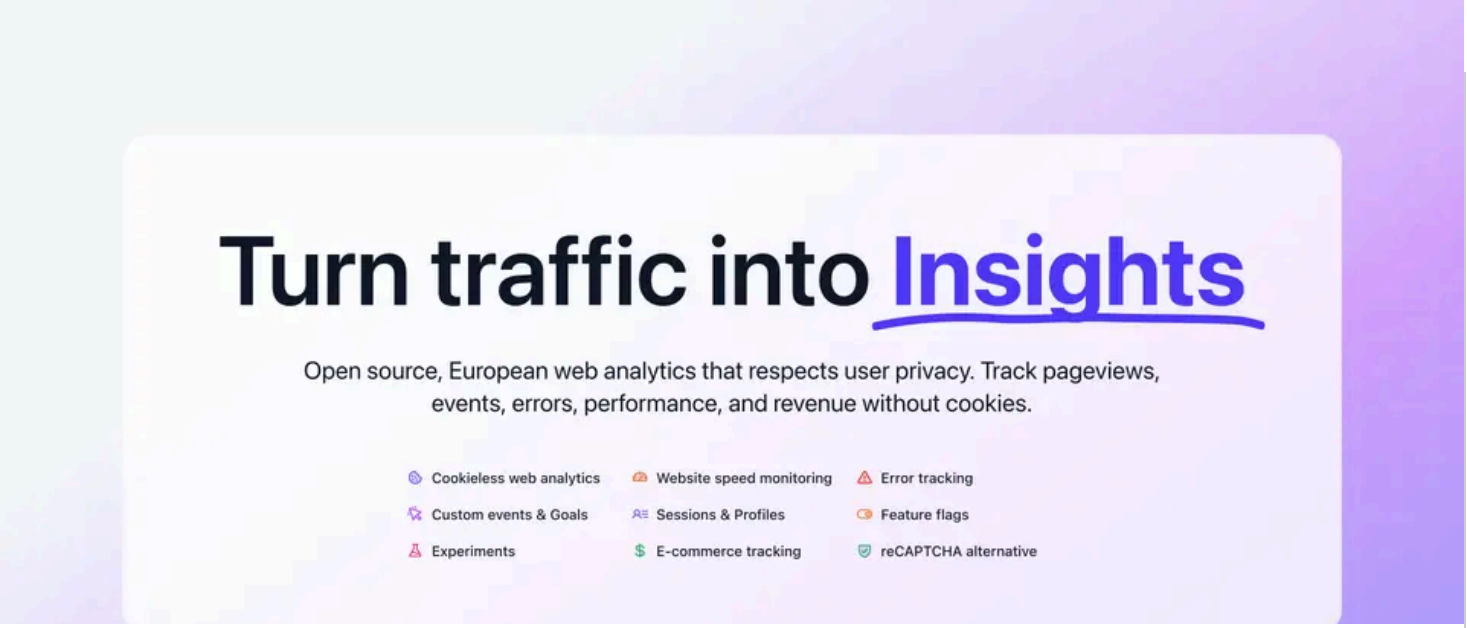
Cookieless, open-source web analytics with session replays



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

Made by Swetrix Ltd · checked Nov 12, 2026 · toolgpa.com

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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 Swetrix's own pages, its app-store listings and our grades. Every fact in it is on Swetrix's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

2.2

GPA, above 29 of the 100 other website and product analytics tools we grade

Swetrix is a web and product analytics service that tracks visitors without cookies. The dashboard covers traffic, events and goals, funnels, performance, and errors, and the Plus plan adds session replays, feature flags and A/B tests. The code is open source, with a free Community Edition to self-host.

> **You add a script and then set up goals, funnels and flags.**
>
> From our grade for ease of use

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

1 **Best for privacy-friendly analytics with replays**

Swetrix is cookieless analytics with events, funnels, error tracking, session replays and feature flags, from $19 a month.

2 **Paid plans start at $19 a month**

As its pricing page puts it: $19 per month for 100,000 events, billed yearly.

3 **You can try it first**

14-day free trial; a payment method is required and you can cancel before it ends.

4 **It runs on Web**

Web.

5 **Cookieless web analytics**

Traffic, referrers, countries, devices and top pages in a real-time dashboard with no cookies and no data sampling.

6 **Events, goals and funnels**

Track custom events and conversion goals, then see where visitors drop off between steps in a funnel.

7 **Performance and error tracking**

Real-user page load timings and automatic JavaScript error capture, shown by page, browser and device.

8 **A 2.2 GPA, above 29 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 Swetrix does is plain enough to make in a weekend. The 6 things listed below take a company.

Swetrix at a glance

PRICING
Free trial, from $19 per month for 100,000 events, billed yearly

FREE PLAN
No

FREE TRIAL
14-day free trial; a payment method is required and you can cancel before it ends.

RUNS ON
Web

MADE BY
Swetrix Ltd

CATEGORY
Website & Product Analytics

OUR GRADE
2.2 GPA, fair

The report card

Best for privacy-friendly analytics with replays

Swetrix is cookieless analytics with events, funnels, error tracking, session replays and feature flags, from $19 a month. There's no free cloud plan, you

need a card even to start the 14-day trial, and replays, flags and A/B tests aren't on Standard.

TOOLGPA REPORT CARD	Swetrix	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$19 a month for 100,000 events billed yearly, in the middle of the analytics range. Plus is $39.
Free plan and trial	D	14-day trial that needs a payment method up front. No free plan on the cloud; the free Community Edition is self-hosted.
Features	B	Cookieless analytics, events, goals, funnels, performance and error tracking, replays, feature flags and A/B tests. Replays, flags and tests aren't on Standard.
Ease of use	C	No store rating on record. You add a script and then set up goals, funnels and flags.
Platforms and integrations	B	Web only, with Search Console, Slack, Telegram, Discord, WordPress and Shopify links.
Grade point average		Fair, out of 4.0 **2.2**

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 Swetrix is for

- ✓ Fits if you want analytics, errors and flags in one cookieless tool
- ✓ Works for a developer who wants to self-host the free Community Edition

Who it is not for

- ✗ Skip it if you want a trial without a card, as it asks for a payment method
- ✗ Too light for session replays, feature flags or A/B testing on Standard
- ✗ Tight if you grow: price follows monthly events, counting pageviews, custom events and errors
- ✗ Watch out: the free Community Edition is self-hosted, so you run the servers

Good to know

Good for

- ✓ Sites that want privacy-friendly analytics without a cookie banner
- ✓ Teams that want replays and experiments next to traffic stats
- ✓ Developers who may prefer to self-host an open-source tool

Worth knowing

- ⓘ The cloud service has no free plan; a payment method is needed even to start the 14-day trial.
- ⓘ Price follows the monthly event count (pageviews, custom events and errors), from 100,000 up to 50 million.
- ⓘ Session replays, feature flags and A/B testing are not on the Standard plan.
- ⓘ The free Community Edition is self-hosted, so you run the servers yourself.

What it costs

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

$19

A month to start

Swetrix is a paid product with a free trial, starting at $19 per month for 100,000 events, billed yearly.

> **No free plan on the cloud; the free Community Edition is self-hosted.**

From our grade for free plan and trial

STANDARD

$19

per month for up to 100,000 events, billed yearly

10 websites, 10 members, funnels, error tracking and performance monitoring. Price rises with the event tier.

PLUS

$39

per month for up to 100,000 events, billed yearly

Standard plus 100 websites, 25 members, session replays, feature flags, A/B testing and priority support.

ENTERPRISE

Custom

Custom event limits, SSO, on-premise or dedicated instance, a dedicated account manager and an SLA.

Trying it first

14-day free trial; a payment method is required and you can cancel before it ends.

Read from swetrix.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

17% off with yearly billing

The pricing page shows a 17% saving when a plan is billed yearly instead of monthly; the prices above are the yearly-billed ones.

Stated on swetrix.com

What it does

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

1

Place it runs: Web

Cookieless, open-source web analytics with session replays. Here is what it does, as its own site describes it, and what it covers: open source, self-hostable, public API, dashboards, web analytics, session replay, a/B testing.

> **Cookieless analytics, events, goals, funnels, performance and error tracking, replays, feature flags and A/B tests.**
>
> From our grade for features

Cookieless web analytics

Traffic, referrers, countries, devices and top pages in a real-time dashboard with no cookies and no data sampling.

Events, goals and funnels

Track custom events and conversion goals, then see where visitors drop off between steps in a funnel.

Performance and error tracking

Real-user page load timings and automatic JavaScript error capture, shown by page, browser and device.

Session replays

Recorded sessions with timelines of clicks and page changes. Replays are included from the Plus plan, not Standard.

Feature flags and A/B tests

Roll out features gradually and run experiments inside the same tool. Both need the Plus plan.

Search Console and alerts

Connect Google Search Console for queries and pages, and send alerts to email, Slack, Telegram, Discord or webhooks.

Where it runs

Web

What it works with

Google Search Console · Slack · Telegram · Discord · WordPress · Shopify

Swetrix is made by Swetrix Ltd.

Where it stands

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

29/100

Other website and product analytics tools it is graded above

Swetrix's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

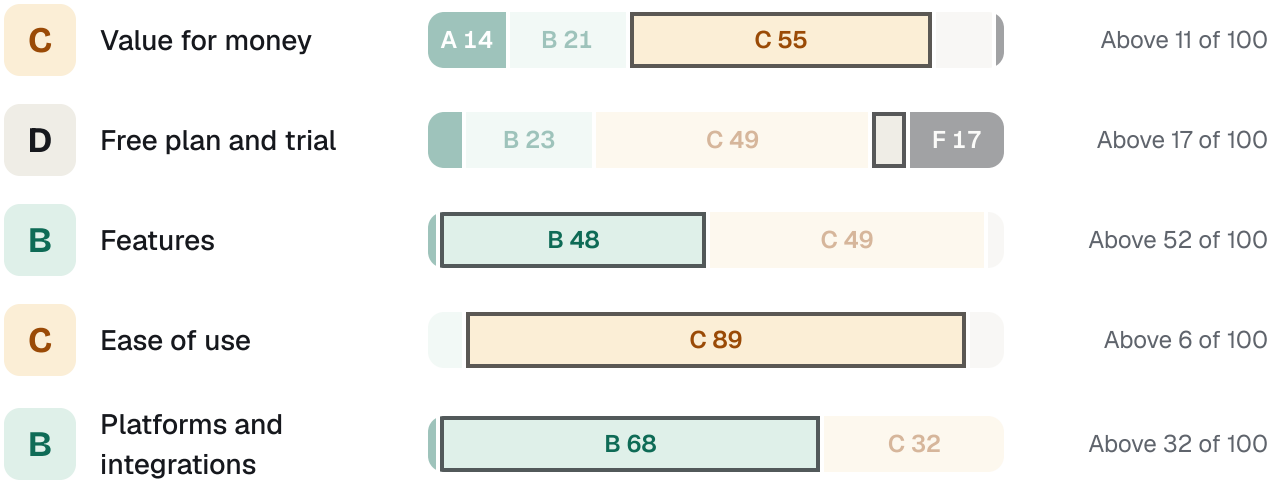
It stands best on features (B, above 52 of 100) and worst on free plan and trial (D, above 17).

Its paid plans start at $19 a month, against a middle price of $25 for the category: 25 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.

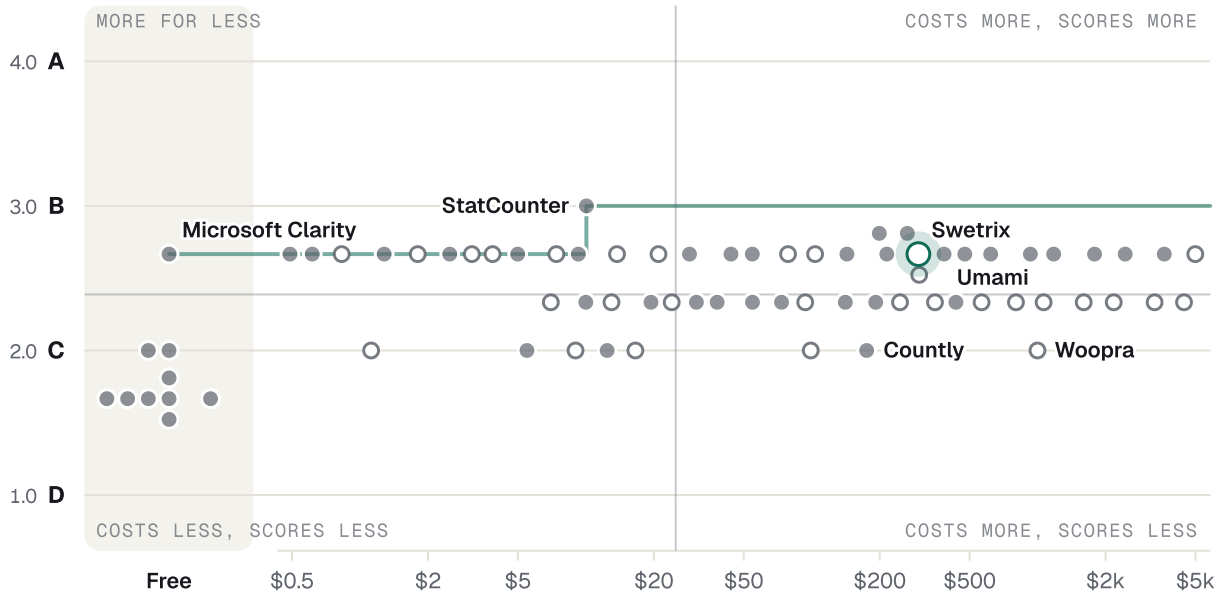
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Swetrix'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. Swetrix 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 Swetrix does is plain enough to make in a weekend. The 6 things listed below take a company.

That makes this kind of software worth paying for, not this one in particular: 46 of the 100 other website and product analytics tools grade higher. It costs $228 a year. Swetrix 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.
- ✕ Splitting visitors between versions and telling you which won.
- ✕ Connections that pull numbers from dozens of other services.
- ✕ It plugs into other products, Google Search Console, Slack and Telegram among them, and has an API.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Swetrix'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



Plausible, Umami, Fathom Analytics, Rybbit and PostHog

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

2.4 GPA

Plausible

Free plan · from $7.50/mo

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

- Plausible has a free plan. Swetrix does not, though it has a free trial.
- Swetrix also covers dashboards, session replay and a/B testing.

Swetrix and Plausible compared in full

2.6 GPA

Umami

Free plan · from $20/mo

Open-source, cookieless web and product analytics.

- Umami has a free plan. Swetrix does not, though it has a free trial.
- Swetrix also covers dashboards and a/B testing.
- Umami also covers reports.

Swetrix and Umami compared in full



2.4
GPA

Fathom Analytics

Free trial · from $12.50/mo

Cookie-free, privacy-first website analytics priced by pageviews.

- Swetrix is open source and self-hostable, according to its own site.
- Swetrix also covers dashboards, session replay and a/B testing.
- Fathom Analytics also covers reports.

Swetrix and Fathom Analytics compared in full



2.2
GPA

Rybbit

Free trial · from $13/mo

Open-source, cookieless web analytics with session replay.

- Swetrix also covers a/B testing.
- Rybbit also covers reports.

Swetrix and Rybbit compared in full



3.2
GPA

PostHog

Free plan · from $0.00005

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

- PostHog has a free plan. Swetrix does not, though it has a free trial.
- Swetrix also covers dashboards.
- PostHog also covers surveys.

Swetrix and PostHog 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 Swetrix free?

No, Swetrix is a paid product, but you can try it first. 14-day free trial; a payment method is required and you can cancel before it ends.

How much does Swetrix cost?

Swetrix lists 3 plans. Standard: $19 per month for up to 100,000 events, billed yearly.

What platforms does Swetrix work on?

Swetrix is available on Web.

Does Swetrix offer any discounts?

Swetrix publicly lists the following: 17% off with yearly billing.

Does Swetrix have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Swetrix is listed for Web.

Does Swetrix have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Swetrix is listed for Web.

Is Swetrix open source?

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

Does Swetrix have an API?

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

What does Swetrix integrate with?

Swetrix's listing names Google Search Console, Slack, Telegram, Discord, WordPress and Shopify.

Who makes Swetrix?

Swetrix is made by Swetrix Ltd.

What are the alternatives to Swetrix?

The closest alternatives to Swetrix in our directory are Plausible, Umami, Fathom Analytics, Rybbit and PostHog.

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

Swetrix's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

Is Swetrix good value for money?

ToolGPA grades Swetrix C for value for money. Its paid plans start at $19 a month, against a middle price of $25 for the category: 25 of the 63 others that charge start lower.

Could I make my own version of Swetrix?

Nothing Swetrix 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 Swetrix's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Swetrix Ltd's own pages on 12 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 Swetrix Ltd. Prices change, so check swetrix.com before you buy.

swetrix.com/pricing
swetrix.com/terms
swetrix.com/

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

Swetrix, kept up to date

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

toolgpa.com/tools/swetrix

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, "Swetrix: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/swetrix
```

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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