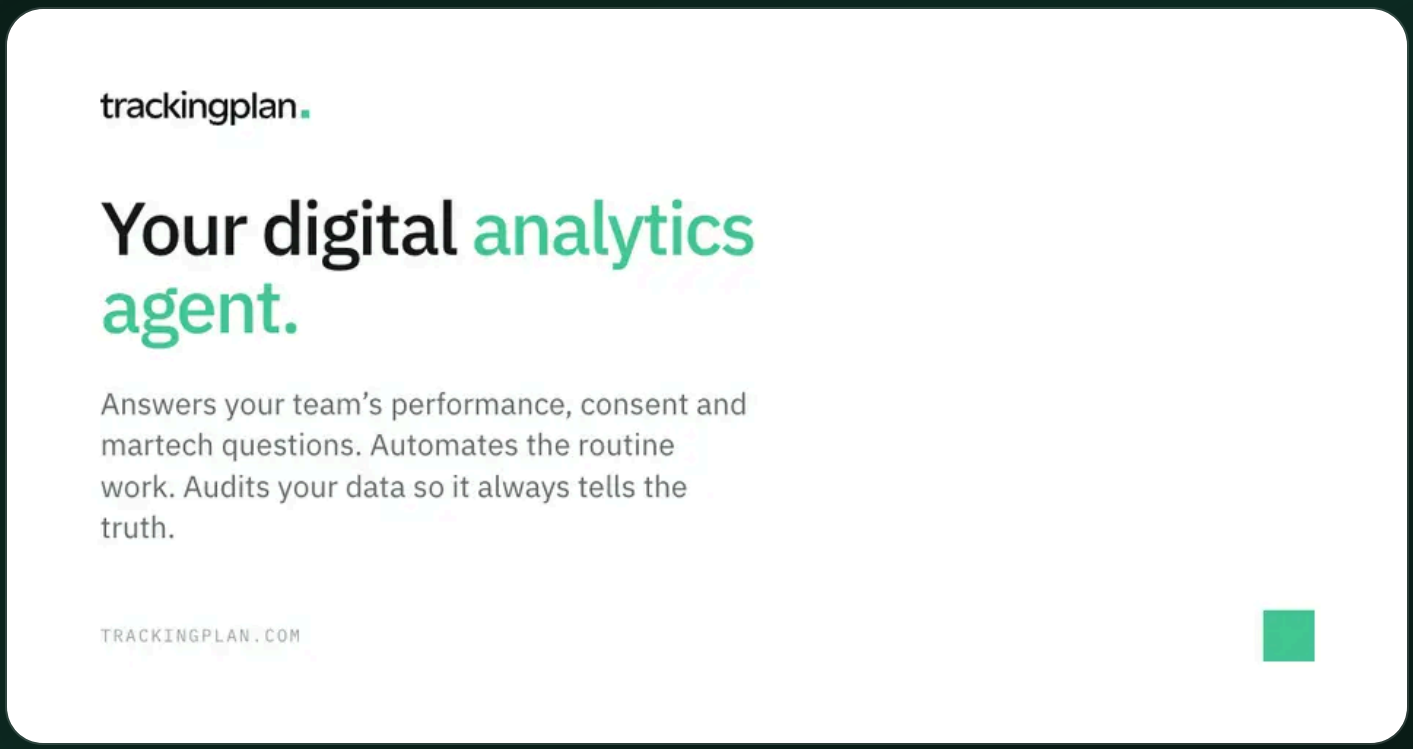
ToolGPA

NOVEMBER 2026

Trackingplan

The Insider's Guide

Monitors analytics and marketing tracking for errors and drift



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

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

2.0
GPA

trackingplan.

Your digital analytics agent.

Answers your team's performance, consent and martech questions. Automates the routine work. Audits your data so it always tells the truth.

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 Trackingplan's own pages, its app-store listings and our grades. Every fact in it is on Trackingplan'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 18 of the 100 other website and product analytics tools we grade

Trackingplan watches the tracking data that flows from websites, apps and servers to analytics, advertising and consent tools, learns what correct events look like, and flags anomalies, missing properties and consent breaches. A built-in analytics agent answers questions, writes reports and runs audits using credits.

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

> "
>
> **It learns your events from live traffic for about two days, then you connect alerts.**
>
> From our grade for ease of use

1 **Best for catching broken analytics tracking**

Trackingplan watches your analytics traffic and alerts you when events or properties go missing or change.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month for 300k sessions.

3 **You can try it first**

7 free days after a 2-day learning period, with 25 credits, no credit card

4 **It runs on Web**

Web.

5 **Automatic tracking specs**

Learns your events and their expected properties from live traffic over about two days, with no manual setup.

6 **24/7 monitoring and alerts**

Detects anomalies in volumes, parameters and schema, and sends alerts and daily digests to the tools you already use.

7 **Analytics agent**

Answers questions, writes reports and runs implementation audits. Each conversation, report or audit uses one credit.

8 **A 2.0 GPA, above 18 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**

To replace Trackingplan you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

Trackingplan at a glance

PRICING Free trial, from $99 per month for 300k sessions	FREE PLAN No
FREE TRIAL 7 free days after a 2-day learning period, with 25 credits, no credit card	RUNS ON Web
MADE BY Trackingplan	CATEGORY Website & Product Analytics
OUR GRADE 2.0 GPA, fair	

The report card

Best for catching broken analytics tracking

Trackingplan watches your analytics traffic and alerts you when events or properties go missing or change. It checks other analytics tools rather than replacing them, and the price follows your sessions from $99 a month up to $769 for 1M.

TOOLGPA REPORT CARD	Trackingplan	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$99 a month for 300k sessions, billed monthly, sits in the middle of analytics prices. Growth is $769 for 1M sessions.
Free plan and trial	C	A 7-day trial after a 2-day learning period, with 25 credits and no card. No free plan.
Features	D	It monitors tracking quality and needs another analytics tool to be useful at all. It does that job, but it is one narrow function.
Ease of use	C	No store rating on record. It learns your events from live traffic for about two days, then you connect alerts.
Platforms and integrations	B	Web, with 170 integrations listed including GA4, Tag Manager, Amplitude, Mixpanel and Segment.
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 Trackingplan is for

- ✓ Fits if you already pay for analytics and tag managers and worry about silent breakage
- ✓ Works for teams that ship site changes often

Who it is not for

- ✕ Skip it if you want analytics reports, as it checks data rather than showing it
- ✕ Pricey if you have several sites, because sessions count across all connected sites
- ✕ Watch out: the compliance module is 249 euros a month on Growth and not on Starter
- ✕ Watch out: agent credits are capped (50 on Starter), extra ones cost 100 euros per 100
- ✕ Watch out: Starter and Growth are monthly, Enterprise needs a one-year contract

Good to know

Good for

- ✓ Analytics and marketing-ops teams that need to catch broken tracking early
- ✓ Agencies maintaining tracking across many client sites

Worth knowing

- ⓘ Prices follow monthly sessions across all connected sites; the pricing page shows euros by default and a USD switch.
- ⓘ The compliance module costs 249€ a month per account on Growth and is not available on Starter.
- ⓘ Extra credits cost 100€ per 100; included credits reset monthly and purchased credits last 12 months.
- ⓘ Starter and Growth are monthly plans only; Enterprise needs a one-year commitment.

What it costs

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

$99
A month to start

Trackingplan is a paid product with a free trial, starting at $99 per month for 300k sessions.

STARTER

$99

per month for 300k sessions, billed monthly

50 agent credits a month. Extra sessions cost $10 per 5,000 (shown in euros as 10€); compliance module not available.

GROWTH

$769

per month for 1M sessions, billed monthly

250 agent credits a month; compliance monitoring available as an add-on.

ENTERPRISE

$2,200

per month and up for 5M sessions, annual contract

1,000+ credits, unlimited sites and apps, a dedicated Slack channel and CSM, and the compliance module included.

Trying it first

7 free days after a 2-day learning period, with 25 credits, no credit card

Read from trackingplan.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

Monitors analytics and marketing tracking for errors and drift. Here is what it does, as its own site describes it, and what it covers: AI agents, reports.

> **It monitors tracking quality and needs another analytics tool to be useful at all.**

From our grade for features

Automatic tracking specs

Learns your events and their expected properties from live traffic over about two days, with no manual setup.

24/7 monitoring and alerts

Detects anomalies in volumes, parameters and schema, and sends alerts and daily digests to the tools you already use.

Analytics agent

Answers questions, writes reports and runs implementation audits. Each conversation, report or audit uses one credit.

Compliance monitoring

An add-on checks for personal data in events and pixels, audits cookies and validates that tags respect consent.

Wide destination coverage

Inspects data headed to analytics, advertising, CDP, tag manager and consent tools, and lists 170 integrations.

Where it runs

Web

What it works with

GA4
Google Tag Manager
Adobe
Amplitude
Mixpanel
Segment
Meta
OneTrust

Trackingplan is made by Trackingplan.

PART 04 · STANDING

Where it stands

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

18/100

Other website and product analytics tools it is graded above

Trackingplan's GPA of 2.0 is higher than 18 of the 100 other website and product analytics tools we grade, and level with 10.

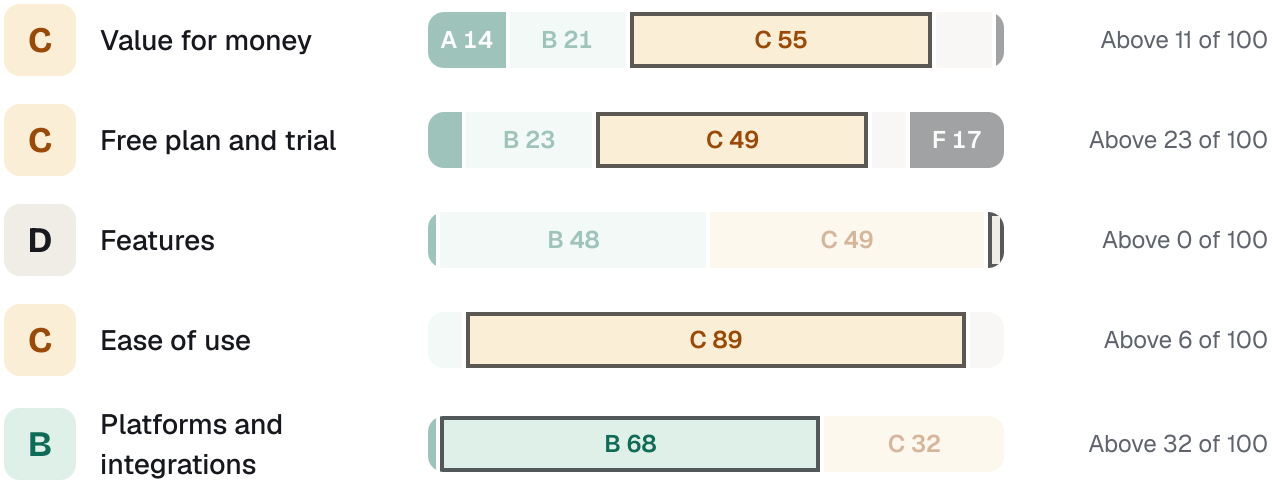
It stands best on platforms and integrations (B, above 32 of 100) and worst on features (D, above 0).

Its paid plans start at $99 a month, against a middle price of $25 for the category: 46 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 42 tools score higher and cost less.

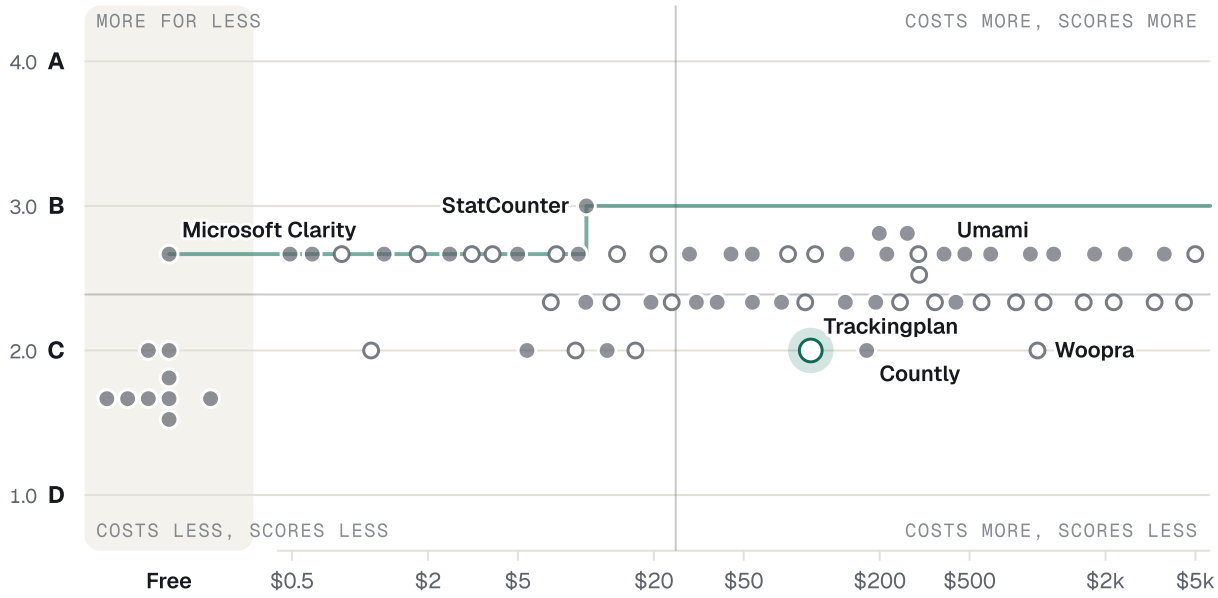
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Trackingplan'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. Trackingplan 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

To replace Trackingplan you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 72 of the 100 other website and product analytics tools grade higher. It costs $1,188 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- An AI agent, with the models and the safeguards behind it.
- It plugs into other products, GA4, Google Tag Manager and Adobe among them.

What this rests on. Trackingplan'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



Segment, RudderStack, Tealium, Snowplow and Mixpanel

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

2.4 GPA

Segment

Free trial

Customer data platform from Twilio that collects and routes events.

- Trackingplan also covers AI agents and reports.
- Segment also covers workflow automation.

Trackingplan and Segment compared in full

2.6 GPA

RudderStack

Free plan · from $265/mo

Customer data platform that collects events and sends them on.

- RudderStack has a free plan. Trackingplan does not, though it has a free trial.
- RudderStack is self-hostable, according to its own site.
- Trackingplan also covers AI agents and reports.

Trackingplan and RudderStack compared in full



1.8
GPA

Tealium

Paid

Enterprise customer data platform with tag management and consent.

- Trackingplan also covers AI agents and reports.
- Tealium also covers marketing automation.

Trackingplan and Tealium compared in full



2.2
GPA

Snowplow

Free trial

Event data collection pipeline for your warehouse and AI agents.

- Snowplow is self-hostable, according to its own site.
- Trackingplan also covers AI agents and reports.
- Snowplow also covers dashboards and web analytics.

Trackingplan and Snowplow compared in full



3.0
GPA

Mixpanel

Free plan · from $100/mo

Event-based product analytics with replays, flags and experiments.

- Mixpanel has a free plan. Trackingplan does not, though it has a free trial.
- Trackingplan also covers AI agents and reports.
- Mixpanel also covers web analytics, session replay and a/B testing.

Trackingplan and Mixpanel compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Trackingplan free?

No, Trackingplan is a paid product, but you can try it first. 7 free days after a 2-day learning period, with 25 credits, no credit card.

How much does Trackingplan cost?

Trackingplan lists 3 plans. Starter: $99 per month for 300k sessions, billed monthly.

What platforms does Trackingplan work on?

Trackingplan is available on Web.

Does Trackingplan have an Android app?

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

Does Trackingplan have an iPhone app?

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

Is Trackingplan open source?

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

What does Trackingplan integrate with?

Trackingplan's listing names GA4, Google Tag Manager, Adobe, Amplitude, Mixpanel, Segment, Meta and OneTrust.

Who makes Trackingplan?

Trackingplan is made by a company of the same name.

What are the alternatives to Trackingplan?

The closest alternatives to Trackingplan in our directory are Segment, RudderStack, Tealium, Snowplow and Mixpanel.

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

Trackingplan's GPA of 2.0 is higher than 18 of the 100 other website and product analytics tools we grade, and level with 10.

Is Trackingplan good value for money?

ToolGPA grades Trackingplan C for value for money. Its paid plans start at $99 a month, against a middle price of $25 for the category: 46 of the 63 others that charge start lower.

Could I make my own version of Trackingplan?

To replace Trackingplan you would be making an AI agent, with the models and the safeguards behind it.

Where this guide comes from

The prices, plans, platforms and features were read from Trackingplan'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 Trackingplan'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 Trackingplan. Prices change, so check trackingplan.com before you buy.

trackingplan.com/pricing
trackingplan.com/about-us
trackingplan.com/integrations

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

Trackingplan, kept up to date

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

toolgpa.com/tools/trackingplan

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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