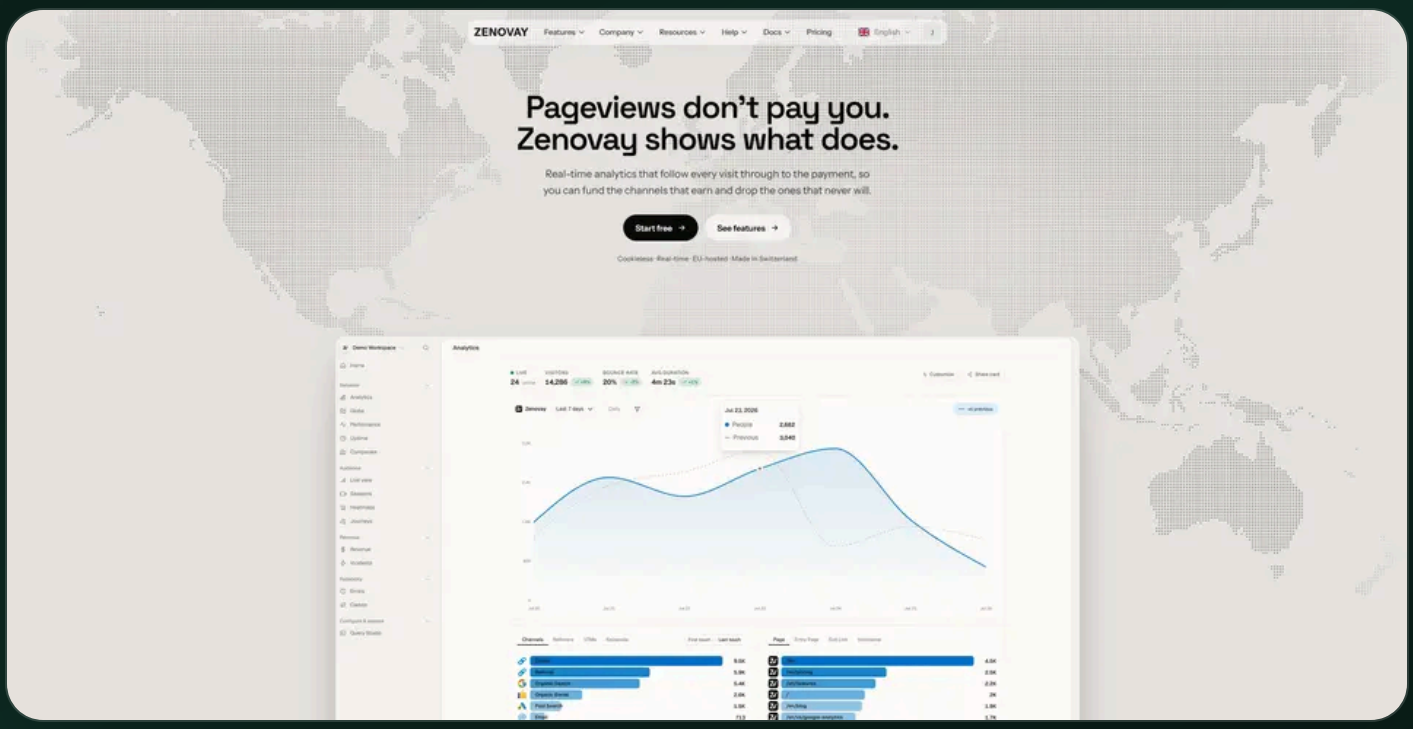
ToolGPA

NOVEMBER 2026

Zenovay

The Insider's Guide

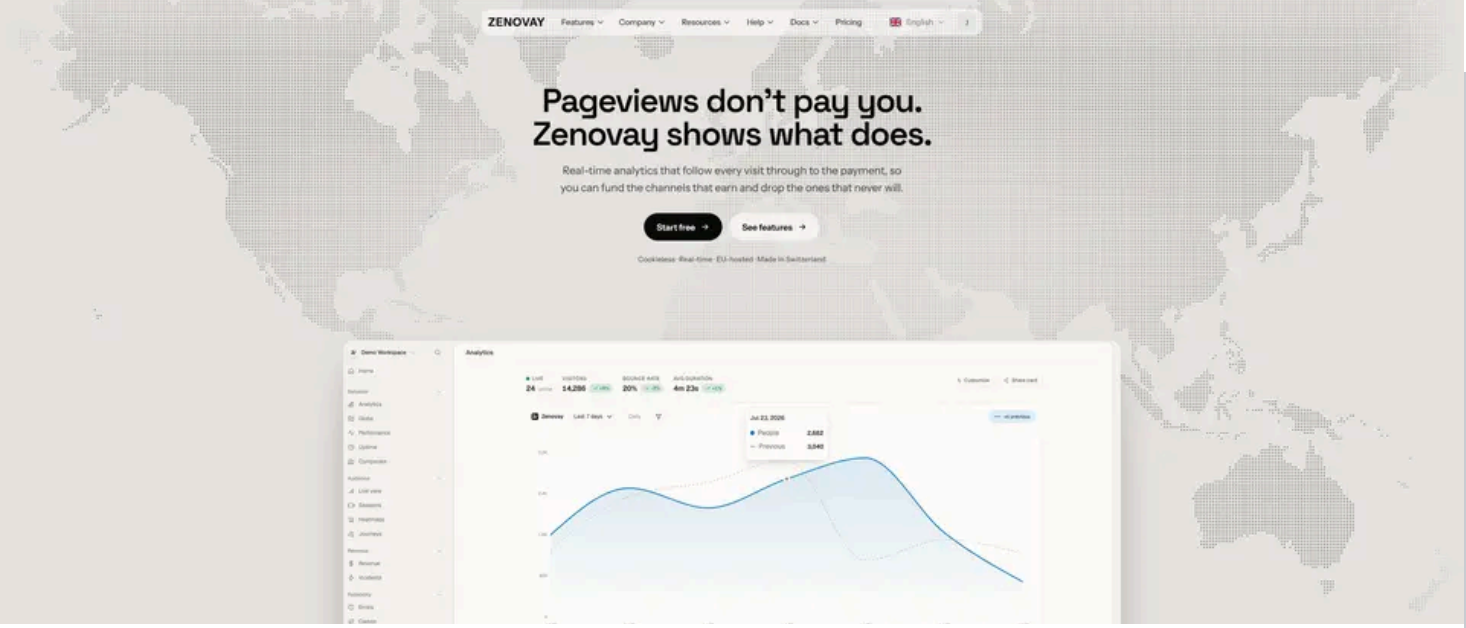
Cookieless web analytics that traces revenue back to its source



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

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

2.4
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 Zenovay's own pages, its app-store listings and our grades. Every fact in it is on Zenovay'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

2.4

GPA, above 55 of the 100 other website and product analytics tools we grade

Zenovay is a hosted, cookieless web analytics service that connects Stripe, PayPal or Paddle payments to the visits that led to them. It adds session replay, heatmaps, funnels, error tracking and uptime monitoring, and it exposes an MCP server and CLI for coding agents. The site says it is bootstrapped and hosted in Zurich and Amsterdam.

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

> **A tracking script and payment-provider connections to set up, and no store rating on record.**
>
> From our grade for ease of use

1 **Best for web analytics that traces revenue to its source**

Zenovay is cookieless web analytics with revenue attribution, session replay and heatmaps.

2 **Paid plans start at $20 a month**

As its pricing page puts it: $20 per month for 50K events, billed monthly.

3 There is a free plan

10,000 events per month, 1 website, 2 team members, real-time analytics, 14 days of revenue attribution and 1 desktop heatmap.

4 It runs on Web

Web.

5 Revenue attribution

Connects Stripe or PayPal, or accepts purchases through a revenue API, and matches each payment to the visit and channel behind it.

6 Session replay and heatmaps

Replays are tagged with the event behind a drop-off, and heatmaps show clicks and scroll depth per page and device. Replay starts on Pro.

7 Funnels and goals

Define steps from landing page to paid plan and see where visitors drop out. Goals, funnels and flows start on Pro.

8 A 2.4 GPA, above 55 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 Zenovay you could make: reports. What surrounds it you could not. The 6 things listed below take a company, not a weekend.

Zenovay at a glance

PRICING Free plan, from $20 per month for 50K events, billed monthly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Zenovay, since 2024	CATEGORY Website & Product Analytics
OUR GRADE 2.4 GPA, fair	

The report card

Best for web analytics that traces revenue to its source

Zenovay is cookieless web analytics with revenue attribution, session replay and heatmaps. The free plan is capped at 10,000 events a month and 350 a day, and the price climbs with event volume.

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

SUBJECT	GRADE	COMMENT
Value for money	C	Pro is $20 a month for 50K events, between the cheaper quarter and the middle, and the price rises with the event slider.
Free plan and trial	C	A free plan with 1 website and 10,000 events a month, capped at 350 a day, which a busy site would pass.
Features	B	Revenue attribution, session replay, heatmaps, funnels, error tracking and an API cover the whole job of web analytics.
Ease of use	C	A tracking script and payment-provider connections to set up, and no store rating on record.
Platforms and integrations	B	Web dashboard, with an API, MCP server and CLI, and links to Stripe, Shopify, WordPress and Webflow.

Grade point average — Fair, out of 4.0 **2.4**

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 Zenovay is for

- ✓ Fits if you run a small SaaS and want revenue tied to traffic sources
- ✓ Works for sites under 10,000 events a month on the free plan

Who it is not for

- ✕ Tight if you stay free, as it is capped at 10,000 events a month and 1 website
- ✕ Pricey if your traffic grows, since plans are priced by event volume up to 20M
- ✕ Watch out: replay, funnels, error tracking and the API need Pro; SQL, SSO and white-label need Scale at $90
- ✕ Watch out: Enterprise is $1,299 a month and up

Good to know

Good for

- ✓ Small SaaS products that want revenue tied to traffic sources
- ✓ Sites that want analytics without a cookie banner
- ✓ Developers who want analytics data inside a coding agent

Worth knowing

- ⓘ Prices are set by monthly event volume: the plans above are at 50K events and rise as the slider moves up to 20M.
- ⓘ Session replay, funnels, error tracking and the REST API need Pro; SQL queries, SSO and white-label branding need Scale.
- ⓘ The Free plan is capped at 10,000 events a month and 350 events a day, with 1 website.
- ⓘ The pricing page toggle shows a 20% saving for yearly billing, but the yearly dollar figures were not visible in the page text, so the monthly price is recorded.

PART 02 · PRICING

What it costs

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

$20

A month to start. There is a free plan too

Zenovay has a free plan. Paid plans start at $20 per month for 50K events, billed monthly.

FREE

$0

10,000 events a month, 1 website, 2 team members, Google Search Console integration and 7 days of uptime monitoring.

PRO

$20

per month for 50K events, billed monthly

Session replay (60 days), 10 heatmaps per website, funnels, error tracking, REST API, 5 websites and 5 team members. The price rises with the event volume on the slider.

SCALE

$90

per month for 50K events, billed monthly

Adds Query Studio (SQL), B2B company identification, 3 client accounts, SSO, white-label branding, S3 warehouse export, 10 websites and 25 team members.

ENTERPRISE

$1,299

per month and up, for 25M+ events

Unlimited usage, custom data retention, 180-day session replay, priority support under 12 hours and a custom contract with a DPA.

The free plan

10,000 events per month, 1 website, 2 team members, real-time analytics, 14 days of revenue attribution and 1 desktop heatmap.

Read from zenovay.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off with yearly billing

The pricing page toggle labels yearly billing as a 20% saving over monthly.

Stated on zenovay.com

What it does

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

1

Place it runs: Web

Cookieless web analytics that traces revenue back to its source. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, web analytics, session replay, a/B testing.

> **Revenue attribution, session replay, heatmaps, funnels, error tracking and an API cover the whole job of web analytics.**
>
> From our grade for features

Revenue attribution

Connects Stripe or PayPal, or accepts purchases through a revenue API, and matches each payment to the visit and channel behind it.

Session replay and heatmaps

Replays are tagged with the event behind a drop-off, and heatmaps show clicks and scroll depth per page and device. Replay starts on Pro.

Funnels and goals

Define steps from landing page to paid plan and see where visitors drop out. Goals, funnels and flows start on Pro.

Cookieless web analytics

Real-time visitors, channels, pages, countries and devices, shown on a 3D globe, without cookies or a consent banner according to the vendor.

Experiments and error tracking

A/B experimentation, error tracking and uptime monitoring are included on paid plans.

MCP server and CLI

Lets coding agents such as Claude Code, Cursor, VS Code and Windsurf read traffic, revenue, errors and performance data.

Where it runs

Web

What it works with

Stripe · PayPal · Paddle · GitHub · Google Search Console · Shopify · WordPress · Webflow

Zenovay is made by Zenovay, and has been around since 2024.

PART 04 · STANDING

Where it stands

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

55/100

Other website and product analytics tools it is graded above

Zenovay's GPA of 2.4 is higher than 55 of the 100 other website and product analytics tools we grade, and level with 14.

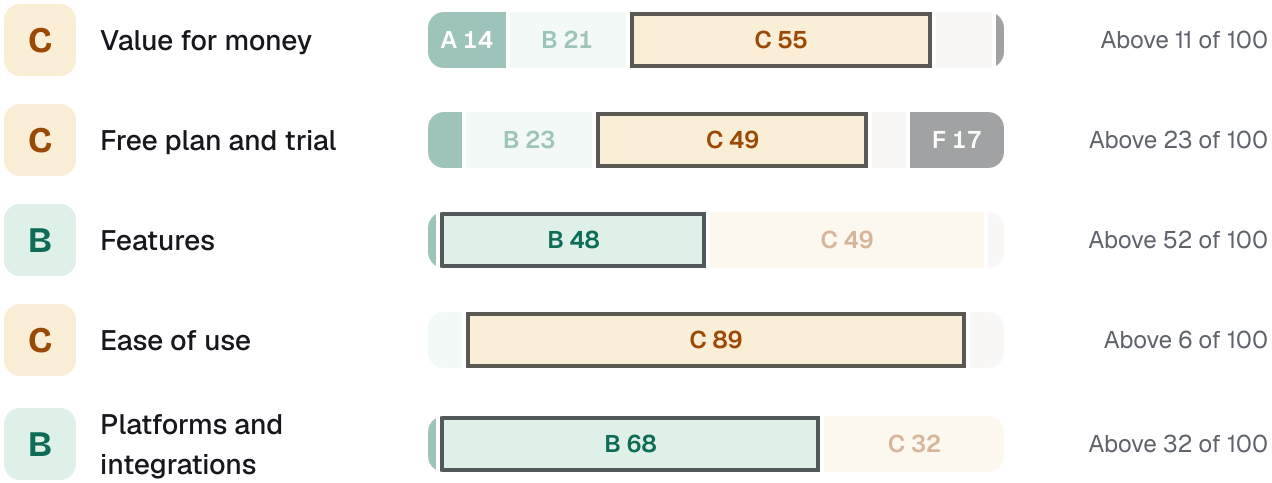
It stands best on features (B, above 52 of 100) and worst on ease of use (C, above 6).

Its paid plans start at $20 a month, against a middle price of $25 for the category: 26 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.

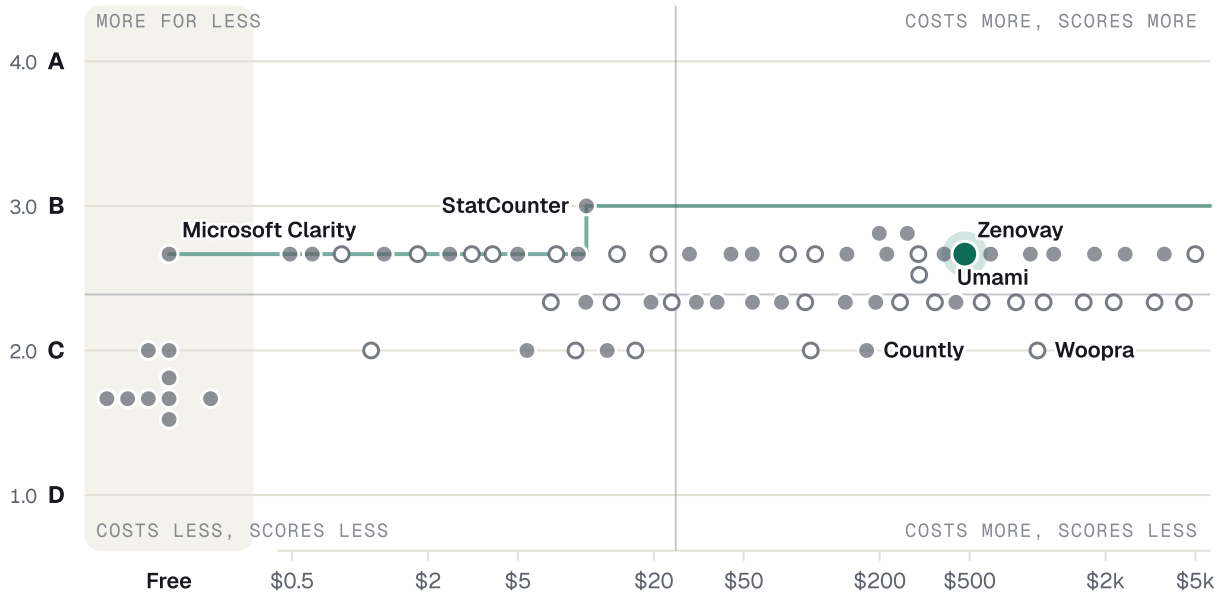
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Zenovay'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. Zenovay 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 Zenovay you could make: reports. What surrounds it you could not. The 6 things listed below take a company, not a weekend.

It costs $240 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.
- Splitting visitors between versions and telling you which won.
- It plugs into other products, Stripe, PayPal and Paddle among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Zenovay'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, Fathom Analytics, PostHog, Simple Analytics and Usermaven

The 5 tools Zenovay 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 is open source and self-hostable, according to its own site.
- Zenovay also covers reports, session replay and a/B testing.

Zenovay and Plausible compared in full

2.4 GPA

Fathom Analytics

Free trial · from $12.50/mo

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

- Zenovay has a free plan. Fathom Analytics does not, though it has a free trial.
- Zenovay also covers session replay and a/B testing.

Zenovay and Fathom Analytics 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.
- Zenovay also covers reports.
- PostHog also covers surveys.

Zenovay and PostHog compared in full



2.6
GPA

Simple Analytics

Free plan · from $20/mo

Cookieless web analytics hosted in the EU.

- Zenovay also covers session replay and a/B testing.

Zenovay and Simple Analytics compared in full



1.6
GPA

Usermaven

Paid

Marketing attribution and web and product analytics.

- Zenovay has a free plan. Usermaven does not.
- Zenovay also covers session replay and a/B testing.
- Usermaven also covers dashboards.

Zenovay and Usermaven compared in full

PART 06 · QUESTIONS

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 Zenovay free?

Zenovay has a free plan. 10,000 events per month, 1 website, 2 team members, real-time analytics, 14 days of revenue attribution and 1 desktop heatmap.

How much does Zenovay cost?

Zenovay lists 4 plans. Free: $0.

What platforms does Zenovay work on?

Zenovay is available on Web.

Does Zenovay offer any discounts?

Zenovay publicly lists the following: 20% off with yearly billing.

Does Zenovay have an Android app?

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

Does Zenovay have an iPhone app?

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

Is Zenovay open source?

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

Does Zenovay have an API?

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

What does Zenovay integrate with?

Zenovay's listing names Stripe, PayPal, Paddle, GitHub, Google Search Console, Shopify, WordPress and Webflow.

Who makes Zenovay?

Zenovay is made by a company of the same name. It dates from 2024.

What are the alternatives to Zenovay?

The closest alternatives to Zenovay in our directory are Plausible, Fathom Analytics, PostHog, Simple Analytics and Usermaven.

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

Zenovay's GPA of 2.4 is higher than 55 of the 100 other website and product analytics tools we grade, and level with 14.

Is Zenovay good value for money?

ToolGPA grades Zenovay C for value for money. Its paid plans start at $20 a month, against a middle price of $25 for the category: 26 of the 63 others that charge start lower.

Could I make my own version of Zenovay?

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

Where this guide comes from

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

zenovay.com/en
zenovay.com/en/about
zenovay.com/en/pricing

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

Zenovay, kept up to date

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

toolgpa.com/tools/zenovay

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

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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