

Matomo Review

Pricing, pros, cons and practical fit

Businesses that want strong analytics while maintaining greater control over their data and hosting.

QUICK FACTS

At a glance

Starting price	Free self-hosted; Cloud varies
Free plan	Yes
Free trial	Yes
Difficulty	Medium
Last verified	Oct 2026
Best for	Agency, Marketing Team, Small Business, WordPress

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Open-source self-hosting and strong data-ownership options alongside a managed cloud service.

MAIN LIMITATION

Self-hosting requires technical maintenance, while cloud pricing increases with traffic.

WISETECHLIST VERDICT

Should you use Matomo?

Matomo is compelling for organizations that care about privacy and data ownership but still want a capable analytics platform. The free self-hosted version offers significant control, while Matomo Cloud removes maintenance at an ongoing cost.

USE CASES

What can you use Matomo for?

- Website analytics
- Privacy-focused analytics
- Self-hosted analytics

- Conversion tracking
- Behavioral analytics

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Free open-source self-hosted version
- Strong data ownership
- Cloud option available
- No data sampling
- Privacy and compliance features

WHAT TO CONSIDER

- Self-hosting requires technical knowledge
- Cloud cost scales with traffic
- More setup than lightweight analytics tools

PRACTICAL FIT

How Matomo fits a small business workflow

WHAT IT IS

Matomo is a web analytics platform available as a self-hosted open-source product or a managed cloud service, with a strong focus on data ownership and privacy control.

WHERE IT FITS

Matomo fits organizations that want detailed website analytics while retaining more control over where analytics data is stored and how it is managed. The self-hosted option is useful for technically capable teams, while Matomo Cloud reduces infrastructure work.

WHEN IT MAY NOT FIT

Matomo may not be the right fit if you want the easiest possible analytics setup or rely heavily on the broader Google advertising and analytics ecosystem. Self-hosting also adds maintenance responsibility that small teams may not want.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Matomo if data ownership, privacy, and deployment control are important and you are comfortable with either self-hosting or paying for managed cloud hosting.

SKIP IF

Skip it if you want the simplest possible analytics setup and do not need the added control or privacy features.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/matomo/>