

Microsoft Clarity Review

Pricing, pros, cons and practical fit

Understanding how visitors click, scroll, navigate, and get stuck on websites.

QUICK FACTS

At a glance

Starting price	Free
Free plan	Yes
Free trial	No
Difficulty	Easy
Last verified	Sep 2026
Best for	Ecommerce, Marketing Team, Small Business, Solopreneur,

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Free forever with session recordings, heatmaps, and AI-assisted behavioral insights.

MAIN LIMITATION

It is strongest for behavior analysis and does not replace a full marketing analytics platform.

WISETECHLIST VERDICT

Should you use Microsoft Clarity?

Microsoft Clarity is one of the easiest ways for a small business to add heatmaps and session recordings without another monthly subscription. It works particularly well alongside Google Analytics or another traffic analytics tool rather than replacing one.

USE CASES

What can you use Microsoft Clarity for?

- Session recordings
- Heatmaps
- UX analysis
- Conversion friction research

- Website behavior analysis

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Free forever
- Session recordings
- Heatmaps
- AI summaries and insights
- Easy to add to most websites

WHAT TO CONSIDER

- Not a full attribution platform
- Less suited to complex business intelligence
- Behavioral data still needs interpretation

PRACTICAL FIT

How Microsoft Clarity fits a small business workflow

WHAT IT IS

Microsoft Clarity is a free behavior-analytics tool for understanding how visitors interact with websites through session recordings, heatmaps, and automated behavioral insights.

WHERE IT FITS

Clarity fits website owners who want a low-cost way to investigate clicks, scrolling, dead clicks, rage clicks, and navigation friction alongside their regular analytics platform. It is particularly useful as a complementary diagnostic tool for landing pages and conversion paths.

WHEN IT MAY NOT FIT

Clarity may not be the right fit as your only analytics platform because it is focused on behavior rather than complete acquisition and business reporting. Teams needing advanced experimentation or broader product analytics may need additional tools.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Microsoft Clarity if you want to see how real visitors interact with your website and identify usability or conversion problems without paying for behavioral analytics.

SKIP IF

Skip it as your only analytics tool if you need detailed acquisition, revenue attribution, or advanced marketing reporting.

Continue your research

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

<https://wisetechlist.com/tools/microsoft-clarity/>