

Plausible Analytics Review

Pricing, pros, cons and practical fit

Simple website analytics for teams that prioritize privacy, speed, and easy-to-read reporting.

QUICK FACTS

At a glance

Starting price	\$9/mo
Free plan	No
Free trial	Yes
Difficulty	Easy
Last verified	Sep 2026
Best for	Small Business, Solopreneur, WordPress

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Fast, privacy-focused analytics with a much simpler interface than large analytics platforms.

MAIN LIMITATION

It has fewer advanced attribution and analysis features than broader enterprise analytics tools.

WISETECHLIST VERDICT

Should you use Plausible Analytics?

Plausible is a strong fit for site owners who want useful traffic and conversion reporting without the complexity of Google Analytics. Its paid-only model is easier to justify when privacy and simplicity are more important than having the deepest possible reporting toolkit.

USE CASES

What can you use Plausible Analytics for?

- Website traffic analysis
- Goal tracking
- Campaign measurement
- Privacy-focused analytics

- Simple conversion reporting

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Simple dashboard
- Privacy-focused approach
- Lightweight script
- Goals and custom events
- 30-day free trial

WHAT TO CONSIDER

- No permanent free cloud plan
- Less advanced attribution
- Pricing grows with traffic
- Some advanced features require higher plans

PRACTICAL FIT

How Plausible Analytics fits a small business workflow

WHAT IT IS

Plausible Analytics is a lightweight, privacy-focused web analytics platform designed to provide clear traffic and conversion reporting without the complexity of a large analytics suite.

WHERE IT FITS

Plausible fits small businesses, publishers, and privacy-conscious teams that want fast, understandable website metrics with minimal setup. It works especially well when the priority is page views, traffic sources, goals, and campaign performance rather than deep user-level analysis.

WHEN IT MAY NOT FIT

Plausible may not be the right fit for teams that need detailed ecommerce attribution, complex user journeys, large custom reporting ecosystems, or the breadth of integrations available around Google Analytics.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Plausible if you want straightforward privacy-focused website analytics and prefer a clean dashboard over a large set of advanced reports.

SKIP IF

Skip it if you need deep cross-channel attribution, highly customized enterprise analysis, or a permanently free hosted analytics product.

Continue your research

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

<https://wisetechlist.com/tools/plausible-analytics/>