

Google Analytics vs Microsoft Clarity

Software comparison report

A practical side-by-side comparison of pricing, free plans, strengths, limitations, and best-fit use cases. Data comes from the current WiseTechList tools database.

QUICK COMPARISON

At a glance

Compare	Google Analytics	Microsoft Clarity
Starting price	Free	Free
Free plan	Yes	Yes
Free trial	No	No
Difficulty	Medium	Easy
Best for	Website and app analytics for businesses that need traffic, acquisition, engagement, and conversion reporting.	Understanding how visitors click, scroll, navigate, and get stuck on websites.
Last checked	Sep 2026	Sep 2026

KEY DIFFERENCES

Where each tool stands out

Google Analytics

Key strength: Deep integration with Google products and broad analytics capabilities at no software cost.

Main limitation: The interface and event-based data model can feel complex for beginners.

Microsoft Clarity

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.

USE CASES

What can you use them for?

Google Analytics

- Website traffic analysis
- Acquisition reporting
- Conversion tracking
- Ecommerce analytics
- Campaign measurement

Microsoft Clarity

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

PROS AND CONS

Trade-offs to consider

Google Analytics

What we like

- + Free to use
- + Strong acquisition and conversion reporting
- + Integrates with Google Ads and other Google products
- + Supports websites and apps
- + Large ecosystem and documentation

What to consider

- Can be difficult for beginners
- Requires careful event and conversion setup
- Privacy configuration needs attention
- Reports can feel more complex than lightweight alternatives

Microsoft Clarity

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

BEST FIT

Who should choose each tool?

Google Analytics

Best fit: Choose Google Analytics if you need comprehensive web analytics, conversion tracking, and strong integration with the Google marketing ecosystem.

Skip it if: Skip it if you want an extremely simple privacy-focused dashboard with minimal configuration and no need for advanced marketing attribution.

Microsoft Clarity

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