ChampSignal

v2

COMPETITIVE INTELLIGENCE REPORT

posthog.com

January 25, 2026

Up to 10 competitors

23 pages covering competitor positioning, pricing, SEO gaps, reviews, features, paid ads, landing pages, and more.

Competitor List

Direct, indirect, and alternative competitors of posthog.com

COMPETITOR	TYPE	RATIONALE	SOURCES
Amplitude	Direct	Amplitude is a leading product and digital analytics platform offering event-based analytics, web analytics, session replay, and experimentation to product teams, directly overlapping with PostHog's analytics and testing capabilities for similar SaaS and digital businesses.	1 2
Mixpanel	Direct	Mixpanel is an event-based product analytics platform with funnels, cohort analysis, and experimentation for product, growth, and engineering teams, competing directly with PostHog for self-serve product analytics and behavioral insights.	1 2
Heap	Direct	Heap provides auto-capture product and web analytics with journey maps, funnels, and integrated session replay, making it a direct alternative to PostHog for teams wanting comprehensive behavioral analytics without heavy upfront event instrumentation.	1 2
Pendo	Direct	Pendo combines product analytics, in-app guides, feedback, and session replay to help software companies understand and drive product adoption, overlapping strongly with PostHog's analytics and in-app feedback use cases for SaaS and enterprise teams.	1 2
LaunchDarkly	Indirect	LaunchDarkly is a leading feature management platform focused on feature flags and experimentation for development teams, competing with the feature flagging and A/B testing parts of PostHog used to de-risk releases and control rollouts.	1 2
FullStory	Indirect	FullStory is a behavioral data and digital experience analytics platform offering automatic data capture, session replay, and funnel analysis to optimize web and app experiences, overlapping with PostHog's session replay and behavior analytics for product and UX teams.	1 2
Hotjar	Indirect	Hotjar, now part of Contentsquare, provides heatmaps, session recordings, funnels, and on-site surveys to understand website user behavior, competing with PostHog's replay and survey capabilities for smaller to mid-	1 2

COMPETITOR	TYPE	RATIONALE	SOURCES
		market teams focused on UX and conversion optimization.	
Matomo	Indirect	Matomo is a widely used open-source web and app analytics platform that supports self-hosting, heatmaps, session recording, and A/B testing, appealing to the same privacy- and data-ownership-focused organizations that might otherwise choose PostHog's open-source analytics.	1 2
Plausible Analytics	Indirect	Plausible is a lightweight, open-source, privacy-first web analytics service popular with startups and indie businesses, overlapping with PostHog for teams that want simple, self-hostable analytics instead of a full product analytics and feature management suite.	1 2

Direct Same category, same customer

Indirect Different category, same job

Alternative Substitutes (DIY, agencies)

How to use: Direct competitors require head-to-head differentiation. Indirect competitors often steal deals without you realizing. Alternatives reveal what happens if prospects don't buy at all.

Positioning Grid

How competitors of posthog.com position themselves

COMPETITOR	TAGLINE	PROMISE	ICP	DIFFERENTIATOR
Amplitude	*"The AI analytics platform for testing everything"*	See everything that customers do, understand what drives growth, and accelerate business outcomes—all in one AI-native platform.	Product, marketing, engineering, and data teams building digital products and customer experiences.	AI-native suite combining analytics, experimentation, activation, and governance—plus AI Agents and natural-language answers ("just ask").
Mixpanel	*"Analytics that drive decisions."*	Turn user behavior insights into clear next steps, without delays or SQL bottlenecks.	Product, engineering, marketing, and data teams building digital (web/mobile) experiences—especially enterprise teams.	Self-serve, AI-powered "data clarity" with Metric Trees, governance, and a unified view across analytics workflows.
Heap	*"Better Insights. Faster."*	Complete understanding of customers' digital journeys so teams quickly improve conversion, retention, and customer delight.	Product, growth, and marketing teams at SaaS and digital businesses improving acquisition, activation, retention, and expansion.	Only "digital insights platform" with automatic, complete data capture via single snippet—no engineering—plus data science and session replay.
Pendo	*"Understand and guide users. Then prove impact."*	Analytics and adoption platform to enhance software experiences and prove business impact.	Customer success, product, and app teams at startups to Fortune 500 building customer and employee software.	All-in-one platform unifying analytics, in-app guidance, and feedback, powered by AI and massive product usage dataset.
LaunchDarkly	*"Where features and AI control start."*	Ship with confidence: combine feature flags, experimentation, observability, analytics, and AI configuration to de-risk releases.	Software developers and DevOps/product teams at enterprise scale shipping digital products and AI applications in production.	Unified feature management plus experimentation, observability, and AI controls, delivered via 35+ SDKs and 80+ integrations.
FullStory	*"Better data. Better digital experiences."*	Build better digital experiences with insights from always-on AI-agent analysts and behavioral data.	Teams improving web/mobile journeys across industries (e.g., retail, SaaS, fintech, travel, gaming).	Fullcapture + built-in StoryAI provides context-rich answers from complete, tagless autocaptured behavioral data.

COMPETITOR	TAGLINE	PROMISE	ICP	DIFFERENTIATOR
Hotjar	*"Hotjar has evolved into something more powerful."*	Go from insight to impact, fast—understand and improve your website or app.	Product, UX, and marketing teams improving websites/apps with behavior analytics, feedback, and user research needs.	Now part of Contentsquare: connected platform unifying heatmaps, session replay, funnels, surveys, feedback, and product analytics.
Matomo	*"Web & app analytics for teams who demand accuracy."*	Track 100% of available traffic with confidence—privacy-first analytics with full data ownership.	Businesses and organisations that need accurate web/app analytics and strong privacy compliance (GDPR/CCPA).	No data sampling; open-source; self-host or cloud—100% data ownership and potentially no consent forms needed.

How to use: Look for patterns in positioning. If everyone claims "all-in-one," positioning as "focused on X" differentiates. If all target enterprise, SMB may be underserved.

ICP Signals & Use Cases

Who competitors of posthog.com target and what problems they solve

Amplitude

TARGET AUDIENCE

- Product teams (product managers & product leaders) building and optimizing digital products using self-serve product analytics
- Marketing & growth teams that need unified web + product journey analytics (tie campaigns/channels to downstream conversion and retention)
- Data/analytics teams (incl. companies with a warehouse investment) seeking governed, self-serve behavioral insights (no SQL) and reduced ad-hoc requests
- Engineering teams shipping product changes with controlled rollouts/feature flags and integrated experimentation
- Mid-market to enterprise organizations (incl. Fortune 100) with complex requirements and compliance needs (GDPR/CCPA/HIPAA, advanced controls)

USE CASES

- Acquisition optimization: identify best channels/campaigns, improve new-user conversion, and reduce CAC using funnel + attribution-style analysis
- Onboarding & activation improvements: find signup/onboarding drop-off and use targeted in-product guidance and feedback collection to increase conversion
- Retention/churn reduction: analyze customer journeys and behaviors driving churn, then target/retarget users to improve engagement and LTV
- Monetization acceleration: understand when/why users become paying customers and run experiments/personalization to lift conversion and revenue
- Data foundation & governance: instrument/standardize event data, resolve identities, sync audiences/events to downstream tools, and keep data clean/secure

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Mixpanel

TARGET AUDIENCE

- Product teams (PMs/design/product leadership) building and optimizing digital products
- Engineering teams that need event-level visibility for system performance and bug investigation
- Marketing/growth teams focused on acquisition quality and engagement (channel-to-behavior analysis)
- Teams that want self-serve analytics without SQL / without depending on data teams (broad internal adoption beyond analysts)
- Segmented by company stage/size and governance needs: Startups (credits/free year), small teams (Growth), and large enterprises needing security/governance (Enterprise, SSO/SAML, audit logs, HIPAA-ready)

USE CASES

- Improve acquisition and onboarding by finding funnel drop-offs and optimizing conversion flows
- Increase engagement by identifying the features/behaviors that keep users active and returning
- Reduce churn / grow retention via cohort tracking over time (strengthen long-term loyalty)
- Create a shared source of truth and align teams on metrics/decision-making (metric governance + collaboration)
- Diagnose UX issues faster by pairing quantitative analytics with qualitative context (Session Replay)

Pendo

TARGET AUDIENCE

USE CASES

- B2B product teams building customer-facing software (PM-led teams that need analytics + in-app guidance + feedback)
- Customer success teams, product people, and "builders" responsible for adoption and proving impact
- IT, HR, internal product managers, and change management leaders driving employee digital adoption of internal tools (customer + employee experience)
- Organizations measuring AI agent adoption/ROI across "apps and agents" (AI adoption and impact tracking)
- Startups and smaller teams looking for a free/low-code product analytics + in-app guides starter (web + mobile)

- Product analytics to understand real user behavior (retroactive analytics, tagging, segmentation, retention reporting)
- User onboarding with in-app education/guidance
- In-app support + deflecting support tickets via contextual guidance
- Collecting/prioritizing user feedback and measuring sentiment (NPS), plus roadmaps/product planning
- Reducing churn and driving expansion/revenue growth using predictive insights

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LaunchDarkly

TARGET AUDIENCE

- Software engineering teams/developers shipping production software (feature flags + release control)
- Growing product & engineering orgs scaling feature management + experimentation across multiple projects/environments
- Enterprise organizations needing governance, identity management, and workflow controls for releases
- SRE/DevOps/reliability-focused teams operating at high scale in production (monitoring + automated rollback)
- Teams building generative AI applications that need runtime control over prompts/models/agents (incl. safe rollouts and guardrails)

USE CASES

- Progressive delivery: target/segment users and do progressive rollouts to de-risk releases (toggle changes without redeploy)
- Decouple deployments from releases so teams can deploy to production safely and release later via toggles
- Testing in production and running beta programs by exposing features to subsets of users and expanding if healthy
- Kill switches/circuit breakers: instantly disable buggy functionality in real time to reduce incident blast radius and MTTR
- Experimentation & product analytics: run A/B tests/full-stack experimentation with feature-level metrics and built-in analytics

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Hotjar

TARGET AUDIENCE

- Product, UX, and growth teams responsible for improving digital experiences (website/app) to increase conversions.
- Small and scaling teams (including solo practitioners) who need quick setup and ease of use.
- High-traffic websites that need enterprise-grade security/compliance and onboarding/support.
- CRO/UX/performance marketing agencies doing optimization work for clients.

USE CASES

- Use heatmaps to identify what users notice vs. ignore (click/scroll/move), diagnose page-level UX issues, and validate changes.
- Use session replay to troubleshoot UX friction—bugs, confusion, drop-offs—and observe frustration behaviors (e.g., rage clicks) in real journeys.
- Use funnels to pinpoint where users drop off in key journeys and prioritize the biggest conversion blockers.

- Ecommerce and transactional businesses optimizing product pages and checkout flows.

- Collect Voice-of-Customer insights via on-site surveys (including exit-intent) to learn why users abandon and what they need.
- Run user tests and user interviews to validate designs and capture qualitative usability feedback (in addition to behavioral data).

Matomo

TARGET AUDIENCE

- Privacy/regulation-sensitive website & app owners needing full data ownership (GDPR/CCPA) and the ability to run analytics without sharing data with ad platforms
- Marketing, analytics, and growth teams who need unsampled / 100% accurate traffic measurement (vs. “estimated” analytics)
- Mid-market and enterprise orgs that require enterprise controls (SSO/SAML, LDAP), custom domains, and a Customer Success Manager
- Organizations with security/IT requirements that prefer self-hosted (on-premise) deployments for governance and customization
- Large, multi-site institutions and teams (e.g., universities) managing many properties and users

USE CASES

- Replace Google Analytics/GA4 with a privacy-first alternative (including preserving history via GA data import)
- Operate GDPR-compliant analytics (data minimisation, anonymisation, opt-out, deletion workflows, and EU data hosting options)
- Conversion rate optimization and UX diagnostics using behavioural tools (heatmaps, session recordings, A/B testing, funnels, form analytics)
- Team reporting & stakeholder sharing via customizable/white-label reporting (useful for agencies and internal analytics teams)
- eCommerce performance analytics (e.g., WooCommerce analytics + eCommerce reports) to understand orders, conversions, and customer journeys

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How to use: ICP overlap means head-to-head competition. ICP gaps reveal underserved segments. Same use cases require execution differentiation. Missing use cases signal feature opportunities.

Feature Inventory

Product features extracted from competitors of posthog.com

COMPETITOR	FEATURE	CATEGORY	DESCRIPTION
Amplitude 29 features	AI Agents	AI/ML	Specialized, goal-oriented AI experts embedded in Amplitude that can surface insights, investigate issues, generate hypotheses, recommend actions, and carry out actions you approve (e.g., run an experiment or send targeted guidance).
	Dashboard Agent	AI/ML	Automatically analyzes an Amplitude dashboard to produce prioritized insights and recommendations, including patterns/anomalies and root-cause deep dives, with optional scheduled notifications to Slack/email.
	MCP Server	AI/ML	Amplitude Model Context Protocol (MCP) server that lets you query and create Amplitude content (charts, dashboards, experiments, cohorts) from MCP-compatible AI tools using natural language.
	Ask Amplitude	AI/ML	Conversational interface that lets you create/edit charts from natural language, search org content (charts/dashboards), navigate Amplitude, and get help using the product.
	Autocapture	Data	Automatically captures a predefined set of website/app interactions with minimal setup (e.g., sessions, page views, clicks, form interactions, file downloads, and marketing attribution).
	Visual labeling	Data	Create and edit labeled events with no new code by clicking elements on your site; labeled events can work retroactively against historical Autocapture data.
	Amplitude Govern	Governance	Codeless data governance for planning events/properties with automated event-schema QA, sensitive-data ingestion rules, and instant schema fixes (e.g., naming conventions/duplicates) without changing underlying data.
	Data Mutability	Data	Keeps Amplitude aligned with your warehouse by supporting INSERT/UPDATE/DELETE operations on event data via Mirror Sync strategies (e.g., Snowflake/Databricks/S3).
	Warehouse-native analytics	Data	Run analyses directly on data in your own data warehouse (Warehouse-native Amplitude), including building custom analyses from data models that live in the warehouse.
	Profiles	Data	Join customer profile data from your warehouse as “standalone” (eventless) user profile properties that stay synced with the latest warehouse values.

COMPETITOR	FEATURE	CATEGORY	DESCRIPTION
	Role-based access control	Admin	Role-based Access Controls (RBAC) to centrally manage roles/permissions/actions so administrators can scale access management across products and projects.
	Data Access Control	Governance	Restrict access to sensitive data categories (e.g., PII/revenue data) so unauthorized users can't view or build analyses that include restricted properties, and restricted values appear as "[DAC Restricted]".
	Integrations directory	Integrations	Catalog of data & marketing integrations covering sources/destinations and multiple connection types (e.g., raw events, cohorts, event streaming, SDKs, and APIs).
	Data Connections	Activation	Unify customer data across your ecosystem as part of Amplitude Activation (connect product + marketing + warehouse data to power activation).
	Identity resolution	Activation	Resolve customer identities across touchpoints to build unified customer profiles for analysis and targeting.
Mixpanel 30 features	Insights report	Reporting	Visualize trends and compositions in event/cohort/profile data with multiple chart types; includes advanced capabilities like formulas, comparisons, and generating custom events/properties.
	Funnels report	Reporting	Analyze multi-step conversion journeys, measure conversion rate/time-to-convert, and pinpoint where users drop off in key flows.
	Retention report	Reporting	Measure how users return after an entry action to quantify retention and loyalty across cohorts over time.
	Flows report	Reporting	Explore how users move through your product by analyzing paths/behavior sequences to understand common journeys.
	Signal correlation analysis	Analytics	Quantifies correlation between a "goal event" and other events to identify behaviors associated with higher retention/conversion.
	Impact report	Analytics	Measures the effects of product/marketing launches on KPIs by comparing adopters vs non-adopters and tracking adoption over time.
	Session Replay	UX	Watch playbacks to understand the "why" behind drop-offs, filter replays using Mixpanel events/properties/cohorts, and use replays across web + mobile apps (and even tied to backend/warehouse events).
	Heatmaps	UX	Visualize hot spots, dead zones, and missed opportunities on web pages, connected to analytics and replays in the same workflow.

COMPETITOR	FEATURE	CATEGORY	DESCRIPTION
	Replay privacy controls	Privacy	Privacy-first Session Replay with client-side masking/blocking (so raw sensitive data isn't collected) plus configurable controls for what to unmask/unblock.
	Autocapture	Data	Web autocapture to collect common frontend interactions with minimal setup (page views, clicks, form interactions, scrolls) plus attribution and frustration signals like dead clicks and rage clicks.
	Data Warehouse Connectors	Data	Codeless syncing of warehouse data (e.g., Snowflake, BigQuery, Databricks, Redshift, Postgres) into Mixpanel so teams can analyze product + business data together.
	Mirror Mode sync	Data	Keeps Mixpanel in sync with warehouse changes, including reflecting updates to historical records when events are modified or deleted in the warehouse.
	Borrowed Properties	Data	Hybrid data capability to apply clickstream context (like UTMs) onto warehouse events (like confirmed signups) without engineering lift.
	Data Pipelines export	Export	Continuously export Mixpanel data (events, user profiles, identity mappings) to cloud storage buckets or data warehouses for SQL analysis in your environment.
	Cohorts builder	Segmentation	Visually define cohorts from behavior sequences and/or profile properties, compare them in analysis, and manage cohorts alongside other saved definitions.
Heap 30 features	Autocapture (single snippet)	Capture	Automatically captures user interactions from install onward (e.g., clicks/taps/swipes/pageviews/form fills) so teams don't need to pre-plan tracking or rely on engineers for instrumentation.
	Retroactive dataset	Capture	Because Heap captures from day one, teams can answer new questions on historical data without waiting for new instrumentation/data to collect.
	Mobile Smart Capture	Mobile	Smart Capture for mobile apps (no tagging) with broad framework support (native + cross-platform) to collect mobile behavioral data quickly with less code and maintenance.
	Hybrid capture strategy	Capture	Supports combining Smart Capture/Autocapture with manual tracking and server-side events to match different teams' workflows and data needs.
	Server-side Track API	API	Server-side API to send custom events (e.g., purchases, backend milestones) with support for idempotency keys to prevent duplicate events.
	Custom events (client vs server)	API	Guidance and support for capturing additional user activities as custom events via client-side and server-side track APIs, including tradeoffs (e.g., ad blockers vs precision).

COMPETITOR	FEATURE	CATEGORY	DESCRIPTION
	Event Visualizer (point-and-click)	Governance	Point-and-click interface to find, name, and manage events without touching the codebase (including applying labels to raw events).
	Retroactive event definitions	Governance	Event definitions apply across the entire dataset so newly defined events can be analyzed immediately across historical data.
	Snapshots (no-code enrichment)	Enrichment	Inject metadata into Autocaptured events without code (e.g., capture form-fill fields, grab text from elements, attach custom JavaScript-derived values as event properties).
	Enrichment APIs & identity modeling	Enrichment	Use APIs to enrich user/account/event properties, create unique identities across sessions, and incorporate server-side details (e.g., purchase processing and what was bought).
	Governance lifecycle workflow	Governance	Built-in governance lifecycle for events: Define (taxonomy), Validate (verification), Monitor (alerts/repair), and Evolve (update/retire/combine).
	Data Dictionary + versioning	Governance	Provides a Data Dictionary/definitions hub plus categories and version history to keep large datasets consistent and understandable.
	Automated governance monitoring	Governance	Governance tooling surfaces items needing attention (e.g., notifies admins when new events need verification and flags definitions that stop collecting data).
	Heap Illuminate (data science layer)	Analytics	Data science layer that analyzes behavioral data to automatically surface insights—even on behaviors you haven't been following.
	Top Events (conversion drivers)	Analytics	Generates a "Top Events" table to show key events between two moments in a funnel and what most influences conversion.
Pendo 30 features	No-tagging analytics	Analytics	Instantly tracks engagement and success drivers for product analytics with "no manual event tagging needed."
	Retroactive analytics	Analytics	Lets teams "start yesterday" by learning from the past with retroactive product analytics.
	AI next-step recommendations	AI/ML	Surfaces AI-powered recommendations (recommended next steps) so teams can act on insights faster.
	Journey drop-off insights	Analytics	Tracks and compares how users navigate your app to spot drop-off and improve conversion.
	Unified web + product analytics	Analytics	Unifies web and product analytics to understand which campaigns bring highly engaged users.
	No-code guide builder	Guides	Deploy in-app guidance quickly using a no-engineering approach ("no engineering required") with Pendo's guide creation experience.

COMPETITOR	FEATURE	CATEGORY	DESCRIPTION
	Embedded in-app guides	Guides	Uses embedded guides that blend into your UI for contextual help without disrupting the experience.
	Walkthroughs & tooltips	Guides	Supports walkthroughs and tooltips that surface when needed to accelerate onboarding and feature adoption.
	Guide Branching	Guides	Builds dynamic in-app experiences with conditional logic ("Guide Branching") that adapts to each user's choices.
	AI guide creation	AI/ML	Creates guides instantly using simple prompts via the AI guide builder (open beta).
	Guides Dark Mode	Guides	Automatically matches your app's dark mode so guides stay seamless and on-brand.
	Web + mobile replay	Replay	Provides video playbacks of user sessions for web and mobile apps to see experiences firsthand.
	Unlimited replay library	Replay	Includes unlimited replays, plus filtering and "Suggested Replays" to focus on the most relevant sessions.
	Replay privacy controls	Privacy	Offers no-code privacy settings; sensitive content can be masked/blocked on the client so it never leaves the visitor's device.
	Replay developer logs	Replay	Debug faster with console and network logs in Session Replay, and report bugs with AI.
FullStory 30 features	Fullcapture™ autocapture	Capture	Automatically captures every user interaction without manual tagging, so teams can explore fresh insights retroactively and avoid missed data points.
	Server-side data processing	Capture	Uses a "one global script" approach with server-side data processing to minimize client-side load and avoid performance hiccups.
	Auto-adjusting capture	Capture	Fullcapture adjusts to changes in your site or app automatically, reducing the need to retag or update events over time.
	High-fidelity Session Replay	Replay	Recreates user sessions so teams can see the "why" behind metrics, including support for behaviors like tabbed browsing.
	StoryAI session summaries	AI	Generates AI-powered session summaries (including multi-session summaries) to condense lengthy replays into actionable takeaways.
	Ask StoryAI	AI	An AI-powered analyst built into Fullstory that answers questions and analyzes sessions, segments, and dashboards to surface context-rich insights.
	StoryAI Opportunities	AI	Proactively identifies and prioritizes issues such as "Opportunities - Funnel

COMPETITOR	FEATURE	CATEGORY	DESCRIPTION
			Drops" and "Opportunities - Spiking Issues," based on impact.
	Selector optimization	AI	AI assistance that trims selectors down to the most stable option for elements (to make analysis and definition work more resilient).
	Suggested pages & elements	AI	AI suggests pages that match behavioral patterns and recommends elements/object names to speed up configuration and analysis.
	Heatmaps (Click & Scroll Maps)	Visualization	Visualize engagement with Click Maps and Scroll Maps to understand interaction and scroll depth on pages; jump to deeper diagnostics as needed.
	Funnels & Conversions	Analytics	Analyze conversion paths to spot where users get off track, measure completion and speed-to-finish, and save high-priority funnels to dashboards.
	Frustration signals detection	Analytics	Automatically surfaces key frustration signals such as Rage Clicks, Dead Clicks, Error Clicks, and Thrashed Cursor to pinpoint UX breakdowns.
	Sentiment Signals alerts	Analytics	Provides automated alerts for frustration/sentiment signals and prioritizes issues by business impact, with validation via Session Replay.
	Journeys (journey mapping)	Analytics	Visualize step-by-step navigation paths through your site to understand common routes and deviations by segment, using Pages, Events, and Elements.
	User Segments	Segmentation	Create segments from hundreds of user and event criteria (and enriched attributes) to compare successful vs. struggling cohorts across analyses.
Hotjar 30 features	Click/scroll/move Heatmaps	Heatmaps	Visualize aggregated behavior to see where users click (or tap), scroll, and move on each page—so you can identify what's working (and what's not).
	Attention Maps	Heatmaps	Heatmaps include "Attention Maps" to help you understand what grabs users' attention.
	Side-by-side comparisons	Heatmaps	Compare behaviors "side by side across journeys" to spot differences and patterns faster.
	Session Replay	Replay	Watch real user journeys to quickly spot bugs, confusion, and drop-offs.
	AI replay summaries	AI	Get AI-powered summaries (including a "one-click summary") that highlight key moments so you can find issues faster.
	Frustration detection	Replay	Session Replay includes frustration detection to help surface sessions worth investigating.
	Error detection	Replay	Session Replay is described as enhanced with error detection to help teams find and fix bugs faster.

COMPETITOR	FEATURE	CATEGORY	DESCRIPTION
	Privacy-first recording	Privacy	Hotjar highlights a "privacy-first script built for site speed," and its recording pipeline includes anonymization/suppression controls you manage.
	Connected insights	Workflow	Connect replays with heatmaps and survey responses to get the "full picture" of what users experience.
	Drop-off Funnels	Funnels	Visualize each step of a journey to see where users drop off and connect the numbers to behavior.
	Flexible funnel steps	Funnels	Build funnels with up to 10 steps based on sessions that viewed a page, clicked an element, or triggered an event—and jump into connected recordings for conversions/drop-offs.
	Funnel comparisons	Funnels	Compare funnels across devices/segments with up to 5 comparisons, plus views like "Conversion over time" and "average time to convert."
	Sense Chat insights	AI	Use "Sense Chat" to ask questions (e.g., where users are dropping off) and get practical recommendations instantly.
	Trends custom metrics	Analytics	Create and compare custom metrics, visualize them in charts, track over time, click through to related recordings/heatmaps, and add them to Dashboards.
	Dashboards overview	Reporting	Dashboards provide a high-level view of key metrics; you can filter and compare aggregates and reuse saved "Segments" across Recordings and Dashboards.
Matomo 30 features	100% data ownership	Data	Matomo is built around "100% data ownership", so you stay in full control of your analytics data.
	Open-source analytics	Licensing	Matomo is free and open-source software (GPL v3 or later), designed for transparency, extensibility, and long-term "future-proof" analytics.
	No data sampling	Accuracy	Matomo emphasizes "No Data Sampling" so reporting is based on complete, unsampled data rather than estimates.
	No data limitations	Scale	Matomo highlights "No data limitations" (e.g., no limits on websites/users/segments and no limitation on how much data you store).
	Cloud-hosted Matomo	Deployment	Matomo Cloud is a fully managed option with access to all Matomo features plus automatic software updates and support.
	Self-hosted On-Premise	Deployment	Matomo On-Premise lets you self-host Matomo Analytics on your own servers to control where your data is stored (data sovereignty).

COMPETITOR	FEATURE	CATEGORY	DESCRIPTION
	Cloud ↔ On-Premise migration	Deployment	Matomo supports migrating between Cloud-hosted and On-Premise (and vice versa).
	Data Warehouse Connector	Integrations	The Data Warehouse Connector is a Matomo Cloud add-on for hosted, automated exports of Matomo analytics data to supported data warehouse platforms (e.g., BigQuery workflows are documented).
	Google Analytics Importer	Migration	Matomo provides a Google Analytics import to bring historical GA reports/data into Matomo.
	Log Analytics (server logs)	Tracking	Matomo Log Analytics lets you generate reports by importing web server logs as an alternative to JavaScript tracking (for more security/privacy-sensitive environments).
	GDPR Manager	Privacy	Matomo positions "GDPR Manager" alongside GDPR features like data anonymization, opt-out, and visitor data deletion capabilities.
	Privacy protections suite	Privacy	Matomo lists privacy controls such as IP anonymisation, DoNotTrack support, an opt-out mechanism, configurable retention, and the ability to run in consent-exempt configurations (when properly configured).
	Consent & cookie controls	Privacy	Matomo supports tracking/cookie consent modes (e.g., requireConsent vs requireCookieConsent) and can also be configured for cookieless tracking (disable cookies).
	Consent Manager integrations	Privacy	Matomo provides guidance and integrations for Consent Management Platforms (CMPs) so analytics collection can be aligned to user consent.
	User opt-out form	Privacy	Matomo includes built-in opt-out mechanisms, including an embeddable opt-out form you can publish (often on a privacy policy page).

35 Analytics **13** Data **11** AI/ML **10** Governance **10** Reporting **10** Privacy **9** AI **8** Replay **7** Integrations **6** Capture **5** Activation **5** UX **5** Guides **5** Surveys **5** CRO **4** Experimentation **4** Heatmaps **3** Mobile **3** API **3** Discovery **3** Funnels **3** User testing **3** Deployment **2** Segmentation **2** Security **2** Enrichment **2** Feedback **2** Workflow **2** Workforce **1** Admin **1** Engagement **1** Export **1** Strategy **1** Monitoring **1** Identity **1** Platform **1** Warehouse **1** Roadmaps **1** Messaging **1** Predictive **1** Agents **1** Visualization **1** Search **1** Developer **1** Observability **1** Research **1** API/Privacy **1** Licensing **1** Accuracy **1** Scale **1** Migration **1** Tracking **1** Attribution **1** Tagging **1** Branding **1** SEO

How to use: Compare feature coverage across competitors. Find table-stakes features everyone has. Spot gaps where competitors lack coverage. Use this for positioning and product roadmap decisions.

Table Stakes Features

Features that 50%+ of competitors of posthog.com offer. These are baseline buyer expectations.

18 Table-stakes features
Features 50%+ of competitors have

7 You're missing
Add these to your roadmap

✓ **Session replay** — 8/8 have it
Replay
Amplitude · Mixpanel · Heap · Pendo · FullStory · Hotjar · Matomo

✓ **Heatmaps** — 7/8 have it
UX
Amplitude · Mixpanel · Heap · FullStory · Hotjar · Matomo

✓ **Dashboards & reporting** — 7/8 have it
Reporting
Amplitude · Mixpanel · Heap · FullStory · Hotjar · Matomo

✓ **Autocapture / no-tagging** — 6/8 have it
Data
Amplitude · Mixpanel · Heap · Pendo · FullStory

✓ **Funnels analysis** — 5/8 have it
Analytics
Mixpanel · FullStory · Hotjar · Matomo

✓ **Journey / path analysis** — 5/8 have it
Analytics
Mixpanel · Heap · Pendo · FullStory

✗ **Cohorts / segmentation** — 5/8 have it
Segmentation
Amplitude · Mixpanel · Heap · FullStory · Matomo

✓ **Surveys** — 4/8 have it
Feedback
Amplitude · Pendo · Hotjar

✓ **A/B testing & experiments** — 4/8 have it
Experiment
Amplitude · Mixpanel · Matomo

✗ **Replay privacy masking**
Privacy
6/8 have it
Amplitude · Mixpanel · Pendo · FullStory · Hotjar · Matomo

✓ **Privacy protections suite**
Privacy
4/8 have it
FullStory · Hotjar · Matomo

✓ **Retroactive backfill/mutability**
Data
4/8 have it
Amplitude · Heap · Pendo

✗ **Integrations & connectors**
Integrations
6/8 have it
Amplitude · Mixpanel · Heap · FullStory · Hotjar · Matomo

✗ **Data warehouse connectivity**
Data
5/8 have it
Amplitude · Mixpanel · Heap · FullStory · Matomo

✗ **Data export / activation**
Activation
4/8 have it
Amplitude · Mixpanel · Heap · FullStory

✓ **APIs (query/track/dev)**
API
4/8 have it
Heap · FullStory · Hotjar

✗ **Identity resolution / ID merge**
Identity
5/8 have it
Amplitude · Mixpanel · Heap · FullStory · Hotjar

✗ **AI assistant / chat**
AI
5/8 have it
Amplitude · Mixpanel · Pendo · FullStory · Hotjar

How to use: Table-stakes features are the price of entry. If you're missing any, add them to your roadmap immediately. Look for gaps in your product vs competitors. These are baseline expectations from buyers.

Differentiator Features

Unique features that only 1-2 competitors of posthog.com offer. These are potential competitive advantages.

15 Differentiator features
Unique to 1-2 entities only

6 Your differentiators
Features that set you apart

In-app guides
Engagement
2 have it
Amplitude · Pendo

★ Feature flags
Release
2 have it
You · Mixpanel

★ Cookieless/consent controls
Privacy
2 have it
You · Matomo

★ Core Web Vitals
Analytics
2 have it
You · Matomo

★ SQL / query language
DevTools
Unique
You

★ Notebooks
Collab
Unique
You

★ Chart annotations
Reporting
Unique
You

User testing
Research
Unique
Hotjar

Tag manager
Tagging
Unique
Matomo

Self-hosted open-source

Deployment

Matomo

Unique

SSO / SAML

Security

Mixpanel

Unique

Role-based access control

Admin

Amplitude

Unique

Predictive churn/upsell

Predictive

Pendo

Unique

Roadmaps

Roadmaps

Pendo

Unique

Error & console capture

Observability

Hotjar

Unique

How to use: Differentiators show what makes each competitor unique. "Unique" features are potential moats. Consider which differentiators would resonate with your ICP and add them to your roadmap.

Pricing Landscape

How competitors of posthog.com price their products

Amplitude

Free Tier

Starter

$0

- ✓ 50K MTUs + up to 10M events included.
- ✓ Out-of-the-box analytics + templates.
- ✓ Session Replay.

Plus

$49 /mo

$582 /yr

Save 1% with annual

- ✓ Starts at $49/month; usage priced by Monthly Tracked Users (MTUs).
- ✓ Up to 300K MTUs (or 25M events).
- ✓ Behavioral cohorts + unlimited product analytics.

Growth

Custom

- ✓ Custom MTU or event volume.
- ✓ Advanced behavioral analysis.
- ✓ Causal insights and monitoring.

Enterprise

Custom

- ✓ Custom MTU or event volume.
- ✓ Cross-product analysis.
- ✓ Advanced data and permission controls.

Mixpanel

Free Tier | 30 days (Data Pipelines add-on trial) trial

Free

$0

- ✓ Free forever; no credit card required.
- ✓ Up to 1M monthly events.
- ✓ 5 saved reports per seat.

Growth

$0 /mo

$0 /yr

- ✓ Starts at $0: 1M monthly events free, then $0.28 per 1K events after (volume discounts available).
- ✓ Unlimited reports.
- ✓ 20K session replays/month free (customizable up to 500K).

Enterprise

Custom

- ✓ Custom pricing (“Contact Sales”).
- ✓ Unlimited monthly events (noted up to 1T on the pricing table).
- ✓ Advanced governance & security (e.g., report-level roles/permissions, SAML SSO & SCIM provisioning).

Startup Plan (Mixpanel for Startups program)

$0 /yr

- ✓ Eligible startups: first year free on the Startup Plan.
- ✓ Valid for 12 months; annual data limit of 1B events.
- ✓ Includes all advanced reports (e.g., Signal and Experiments) with no feature limits.

MTU billing (sales-led option)

$20,000 /yr

- ✓ MTU plans start at $20,000 per year and are not purchasable directly via the pricing page (sales consult).
- ✓ Billing based on Monthly Tracked Users (MTUs) rather than events.
- ✓ Positioned for higher-scale use cases (docs mention considering MTU when tracking >100k users or 5M monthly events).

ADD-ONS

Data Pipelines (Custom) · Group Analytics (Custom) · Data warehouse connectors / Warehouse Connectors (Custom) · Feature Flags (Custom) · Experiment reporting (Custom)

Heap

Free Tier · 14 days trial

Free

$0

- ✓ Core analytics charts
- ✓ Unlimited enrichment sources
- ✓ Guides integrations

Growth

Custom

- ✓ Unlimited users & reports
- ✓ Chart customization
- ✓ CSV exports

Pro

Custom

Premier

Custom

- ✓ Custom session-based pricing
- ✓ Account analytics
- ✓ Engagement matrix

- ✓ Custom session-based pricing
- ✓ Data warehouse integration
- ✓ Behavioral targeting

ADD-ONS

Experience Analytics (Session Replay, Error Analysis, Heatmaps) (Custom) | Heap Connect (Custom) | Heap Activate (Custom) | Projects (additional environments) (Custom) | Data History (extended) (Custom)

Pendo

Free Tier | 30 days. trial

Pendo Free

$0

- ✓ Up to 500 monthly active users (MAUs).
- ✓ Retroactive product analytics + unlimited page/feature tagging.
- ✓ In-app guides (web/mobile).

Base

Custom

- ✓ Custom monthly active users.
- ✓ Product analytics.
- ✓ In-app guides.

Core

Custom

- ✓ Everything in Base.
- ✓ Session replays.

Ultimate

Custom

- ✓ Everything in Core.
- ✓ Net promoter score (NPS).
- ✓ Product discovery.

Agent Analytics for Free

$0

- ✓ Up to 50,000 prompts per month (per subscription).
- ✓ View trends and conversations.
- ✓ Analyze use cases (prompt trends + conversations).

ADD-ONS

Pendo Data Sync (Custom (paid add-on)) | Marketo integration (Native Two-Way) (Custom (paid add-on)) | Session Replay (Custom (paid add-on))

LaunchDarkly

Free Tier | 14 days trial

Developer

$0

- ✓ Free forever (no credit card required)
- ✓ Unlimited seats
- ✓ Unlimited feature flags

Foundation

Custom

Custom

- ✓ Usage-based pricing: $12 per Service Connection / mo + $10 per 1k client-side MAU / mo
- ✓ Billed monthly or yearly
- ✓ Unlimited seats

Enterprise

Custom

- ✓ Custom pricing (Contact us)
- ✓ Advanced user targeting
- ✓ Release automation + workflows/scheduling/approvals

Guardian

Custom

- ✓ Custom pricing (Contact us)
- ✓ Release Monitoring + Guardrail Metrics
- ✓ Proactive Failure Notifications

ADD-ONS

Platform usage metric: Service Connections ($12/mo per service connection)

Platform usage metric: Client-side MAU ($10/mo per 1K client-side MAU)

Platform usage metric: Experimentation MAU ($3/mo per 1k)

Data Export Events (Contact sales)

Observability: Session Replays (additional usage) (Starts at $3.50/1k sessions)

FullStory

Free Tier | 14 days trial

FullstoryFree

$0

- ✓ 30,000 sessions/month
- ✓ 10 user seats
- ✓ 1 year session replay retention

Business

Custom

- ✓ Custom/quote-based pricing ("Request pricing & demo")
- ✓ Essential product analytics + session insights
- ✓ Deep product analytics + qualitative insights (positioning)

Advanced

Enterprise

Custom

- ✓ Custom/quote-based pricing ("Request pricing & demo")
- ✓ Everything in Business
- ✓ Advanced product analytics (Journeys + Conversions)

Custom

- ✓ Custom/quote-based pricing ("Request pricing & demo")
- ✓ Everything in Advanced
- ✓ SSO + role-based permissions

Workforce

Custom

- ✓ Fullstory analytics for internal tools/applications (digital employee experience)

ADD-ONS

Multi-Org Management (Custom) | Mobile (Fullstory for Mobile Apps) (Custom) | Advantage Subscription (Custom) | StoryAI (Custom) | Professional Services: Onboarding (Custom)

Hotjar

Free Tier

Free

$0

- ✓ Up to 200k monthly sessions
- ✓ Session Replay and unlimited heatmaps
- ✓ Funnels

Growth

$49 /mo

$480 /yr

Save 18% with annual

- ✓ All features from Free
- ✓ Starts at 7k monthly sessions
- ✓ Sense (Contentsquare AI)

Pro

Custom

- ✓ All features from Growth
- ✓ Starts at 1M monthly sessions
- ✓ Multi-session replay summaries

Enterprise

Custom

- ✓ All features from Pro
- ✓ Digital Experience Monitoring
- ✓ User Lifecycle Extension

ADD-ONS

Voice of Customer (module) ($80 (shown in package builder for "Growth plan | 500 monthly responses + 10 user tests / interviews", under Pay yearly))

Product Analytics (module)

How to use: Compare price points to find positioning opportunities. Identify gaps in the market (e.g., no mid-tier option). Use trial/free tier info for competitive positioning.

Pricing Comparison

Normalized monthly pricing for competitors of posthog.com

LOWEST PLAN PRICE BY COMPETITOR

Amplitude	$0/mo
Mixpanel	$0/mo
Heap	$0/mo
Pendo	$0/mo
LaunchDarkly	$0/mo
FullStory	$0/mo
Hotjar	$0/mo

COMPETITOR	PLAN	ORIGINAL PRICE	MONTHLY EQUIVALENT	CALCULATION
Amplitude	Starter	$0	$0/mo	Free tier
Mixpanel	Free	$0	$0/mo	Free tier
Mixpanel	Growth	$0	$0/mo	Already monthly
Mixpanel	Growth	$0	$0/mo	Annual ÷ 12
Mixpanel	Startup Plan (Mixpanel for Startups program)	$0	$0/mo	Annual ÷ 12
Heap	Free	$0	$0/mo	Free tier
Pendo	Pendo Free	$0	$0/mo	Free tier
Pendo	Agent Analytics for Free	$0	$0/mo	Free tier
LaunchDarkly	Developer	$0	$0/mo	Free tier
FullStory	FullstoryFree	$0	$0/mo	Free tier
Hotjar	Free	$0	$0/mo	Free tier
Hotjar	Growth	$480	$40/mo	Annual ÷ 12
Amplitude	Plus	$582	$48.5/mo	Annual ÷ 12
Amplitude	Plus	$49	$49/mo	Already monthly
Hotjar	Growth	$49	$49/mo	Already monthly

COMPETITOR	PLAN	ORIGINAL PRICE	MONTHLY EQUIVALENT	CALCULATION
Mixpanel	MTU billing (sales-led option)	$20,000	**$1,666.67/mo**	Annual ÷ 12

How to use: Compare normalized prices to find your pricing sweet spot. Lowest isn't always best. Position based on value, not just cost.

Reviews & Ratings

How competitors of posthog.com are rated on G2, Capterra, and Trustpilot

COMPETITOR	G2	CAPTERRA	TRUSTPILOT
Amplitude	**4.5/5** 2,675 reviews	**4.6/5** 67 reviews	**1.8/5** 45 reviews
Mixpanel	**4.6/5** 1,261 reviews	**4.5/5** 144 reviews	**2.3/5** 7 reviews
Heap	**4.4/5** 1,096 reviews	**4.5/5** 42 reviews	Not listed
Pendo	**4.4/5** 1,559 reviews	**4.5/5** 238 reviews	**3.2/5** 2 reviews
LaunchDarkly	**4.5/5** 648 reviews	**4.7/5** 24 reviews	**3.6/5** 2 reviews
FullStory	**4.5/5** 851 reviews	**4.6/5** 67 reviews	**2.6/5** 4 reviews
Hotjar	**4.3/5** 331 reviews	**4.6/5** 538 reviews	**1.9/5** 54 reviews
Plausible Analytics	**4.8/5** 3 reviews	**4.6/5** 8 reviews	**3.8/5** 3 reviews

How to use: Compare ratings and review counts to understand reputation. High ratings with few reviews may indicate a newer product. Look for competitors with lower ratings to identify their weaknesses in your messaging.

Sentiment Themes

What customers love and hate about competitors of posthog.com

COMPETITOR	WHAT CUSTOMERS LOVE	COMMON COMPLAINTS
Amplitude	• Powerful behavioral/product analytics (funnels, cohorts, segmentation) that helps teams answer questions quickly • Strong dashboards/visualizations and generally liked UI/UX • Self-serve analytics: easier for non-data teams to explore user behavior without heavy data-team support • Event tracking and conversion analysis are seen as core strengths • Integrations (notably Segment) help with instrumentation and reporting workflows	• Learning curve and complexity (setup, reporting, and keeping up with UI changes) • Pricing perceived as high ("price tag" / tiering and cost concerns) • Reporting/customization gaps (e.g., custom binning, limited date presets, SQL/data querying constraints) • Performance complaints (slow loading) • Implementation/data quality friction (manual tagging, occasional UTM tagging issues, documentation/support gaps)
Mixpanel	• Strong overall peer-review scores on G2 (4.6/5) and Capterra (4.5/5). • User-centric, granular product analytics (drilldowns into user interactions / cohorts). • Fast time-to-insight via strong visualization + intuitive analysis workflows. • Event tracking + retention analysis that supports data-driven product decisions. • Free plan can be good for evaluation/testing before committing.	• Pricing seen as rigid/expensive relative to perceived value (especially as you scale). • Steep learning curve for advanced event tracking / concepts (especially early on). • Data quality / identity resolution issues (e.g., duplicate users) reported by some teams. • Reporting/export limitations for certain use cases (e.g., custom reporting to Excel). • Public sentiment on Trustpilot is low (2.3/5), though sample size is small (7 reviews).
Heap	• Auto-capture + retroactive analysis (define/inspect events later without heavy upfront tracking planning). • Self-serve analytics that non-technical teams can use across departments. • Dashboards/reporting help make insights accessible and shareable. • Product decisions driven by robust behavioral analysis (paths/funnels/journeys) that supports optimization work. • Strong reported satisfaction on B2B review sites (G2 4.4/5; Capterra 4.5/5; TrustRadius score 8.3/10).	• Pricing can be hard to justify for smaller teams. • Support responsiveness can be slow. • UI/UX and overall interface smoothness can be frustrating for some users. • Setup/onboarding and reporting/charting can take effort to get right. • Not much consumer-style review footprint (no obvious Heap profile found on Trustpilot during lookup).
Pendo	• Product analytics + in-app guidance used together to drive onboarding/adoption.	• Steep learning curve / can feel overwhelming or unintuitive for basic tasks.

COMPETITOR	WHAT CUSTOMERS LOVE	COMMON COMPLAINTS
	• Dashboards/visualizations help communicate product usage insights (e.g., in presentations/QBRs). • Helps teams be more product-led by basing decisions on usage data (vs. opinions). • Useful for monitoring feature usage and communicating changes/new releases to users. • In-app NPS/feedback collection and tying that to usage comes up as a common use case on TrustRadius.	• Tagging/tracking can be tedious or tricky, especially as the app UI evolves; desire for more automation. • Analytics depth/robustness compared with best-in-class analytics tools is a recurring comparison point. • Implementation/setup can require code involvement and feel convoluted. • Pricing/value concerns show up (especially for smaller teams / time-constrained teams).
LaunchDarkly	• Easy-to-use UI and straightforward day-to-day flag management. • Strong SDKs and relatively easy adoption/integration across stacks. • Reduces release risk via gradual rollouts, targeting, and safe deployments. • Powerful segmentation/targeting (including large lists/segments) and environment isolation. • Helpful capabilities for larger teams/programs (controls/rules, bulk ops for many toggles).	• Pricing/value concerns, especially for smaller companies. • Seat limits/licensing friction can slow adoption across engineering teams. • Flag sprawl/organization: desire for better grouping/categorization of flags. • Some implementation/onboarding friction in certain frameworks (example: React provider setup). • Not always a great fit economically for certain A/B testing / website experimentation use cases.
FullStory	• Session replay is a “game changer” for understanding real user behavior and troubleshooting. • Strong product/behavior analytics value vs. event lists alone (funnels, conversion insights, adoption). • Integration and rollout is described as straightforward, even on complex stacks. • Helps cross-functional teams collaborate by sharing findings/session links. • (From G2 review analysis) Ease of use + helpful support are frequently highlighted.	• Pricing is high, can increase sharply, and is sometimes described as confusing. • Overage/usage-based costs can feel hard to control; desire for better controls to reduce tracked areas. • Session replay performance/reliability issues: slow-to-load or sessions that won’t load. • Replay fidelity/visual reconstruction issues (misleading playback; UI elements not rendering as expected). • Support/account management complaints show up (support “isn’t the greatest”; lack of flexibility on pricing concerns).
Hotjar	• Fast qualitative UX insights (heatmaps + session recordings) to understand real user behavior and find friction. • Easy setup and generally easy to use for getting value quickly. • Useful for CRO/UX decision-making and validating/communicating what’s happening on-site. • Integrates well with other tools (especially marketing/analytics stacks).	• Pricing/value concerns: tiers feel expensive or “nickel-and-dimey,” and upgrades can feel forced. • Data quality/coverage gaps: accuracy questions; issues with overlays/popups/complex pages; not seeing behavior where you expect. • Operational friction: too many recordings to sift through; desire for better automation and reporting.

COMPETITOR	WHAT CUSTOMERS LOVE	COMMON COMPLAINTS
	• Good entry-level/free value for basic insight gathering.	• UX/documentation gaps: interface/docs could be more user-friendly; some integrations can be confusing. • High-tier features sometimes viewed as not worth the cost for certain use cases.
Plausible Analytics	• Privacy-first analytics (cookie-free, GDPR-focused, not tied to big adtech) • Simplicity and clarity (everything important visible at a glance; easy to use) • Lightweight/fast and easy to integrate • Trust in data despite blockers; good “out of the box” experience • Open-source / self-hosting option seen as a plus	• Pricing/value vs. free alternatives (GA, etc.) • Plan enforcement / overage handling (upgrade pressure; dashboard access blocked) • Feature depth limitations (too basic for deeper analysis; missing path tracking) • UX clarity issues (not as intuitive; hard to tell what’s selected) • Traffic/measurement trust issues (bot traffic allegedly triggering upgrades)

How to use: Negative themes reveal competitor weaknesses to highlight in your messaging. Positive themes show what customers value. Address their pain points in your positioning.

Top Weaknesses to Exploit

Actionable competitor weaknesses with positioning suggestions for posthog.com

Amplitude

WEAKNESS #1: PRICING

Frequently viewed as expensive relative to alternatives (especially at higher tiers).

> *"It is the gold standard in this category but comes along with the price tag to support those claims."*
> — TrustRadius

> *"AA is better: Pricing tiers (events vs # of users) ... cost ..."*
> — TrustRadius

HOW TO POSITION AGAINST THIS

Lead with a clear, predictable pricing model (and an ROI calculator). Emphasize lower total cost at scale (events + seats), plus easier tier upgrades without sharp jumps.

WEAKNESS #2: FEATURES

Advanced analysis/reporting flexibility gaps (SQL access, custom binning, and time-range presets).

> *"I wish you could query against data uploaded in Amplitude with sql."*
> — G2

> *"No option for custom binning numeric columns."*
> — G2

HOW TO POSITION AGAINST THIS

Position a more flexible analysis layer: built-in SQL/notebook mode, richer time controls (MTD/WTD), and stronger customization (bins, formulas, and reusable metrics).

WEAKNESS #3: UX / IMPLEMENTATION

Reporting and setup can feel complex; some users cite slow performance and documentation friction.

> *"Creating custom reports was complicated and the interface wasn't particularly user-friendly."*
> — Capterra

> *"The documentation has a history of misleading developers in my company."*
> — G2

HOW TO POSITION AGAINST THIS

Differentiate on faster time-to-value: guided setup, opinionated templates, stable UI patterns, and “instrumentation-first” workflows (event QA, schema governance, and better onboarding/support).

Mixpanel

WEAKNESS #1: PRICING

Perceived as expensive/rigid (bundle pricing; value concerns vs cheaper/free options).

> *"Rigid pricing. You have to pay for the whole suite even if you only use a fraction of the offerings."*
> — G2

> *"Not convinced it provides enough value over a free analytics provider to justify the monthly cost."*
> — TrustRadius

HOW TO POSITION AGAINST THIS

Lead with transparent, modular pricing (pay only for what you use), plus a side-by-side ROI calculator and clear scaling costs.

WEAKNESS #2: UX

Onboarding/learning curve can slow adoption for non-experts or advanced event/property setups.

> *"Its initial learning curve can be quite challenging."*
> — G2

> *"This complexity at the beginning may deter new users or prolong the time it takes to fully leverage its capabilities."*
> — G2

HOW TO POSITION AGAINST THIS

Position “time-to-first-dashboard” and guided onboarding: opinionated templates, built-in event governance/naming guardrails, and in-product coaching for advanced concepts.

WEAKNESS #3: DATA / REPORTING

Some users report identity/data correctness issues and constraints exporting/building custom reports.

> *"Sometimes due to technical issues, multiple users get created despite identity merge being enabled."*
> — Capterra

> *"Limitations on creating custom reports; the Excel sheet cannot fit all data into one sheet."*
> — Capterra

HOW TO POSITION AGAINST THIS

Differentiate on data reliability + portability: stronger identity resolution controls, automated data QA checks, and “export anything” reporting (CSV/Sheets/warehouse sync) without report limits.

Heap

WEAKNESS #1: PRICING

Price can be prohibitive for small businesses / smaller budgets.

> *"The cost can be a lot higher for small businesses."*
> — Capterra

HOW TO POSITION AGAINST THIS

Lead with transparent, scalable pricing (clear tiers + predictable usage limits) and provide an easy ROI story (time saved vs. manual instrumentation).

WEAKNESS #2: SUPPORT

Support responsiveness is a recurring complaint (slow replies).

> *"Customer support can be slow to respond."*
> — Capterra

> *"Support email replies can take too long; faster responses would help."*
> — Capterra

HOW TO POSITION AGAINST THIS

Differentiate with SLAs (e.g., <2-hour first response), named CSM for paid plans, and proactive onboarding/check-ins to reduce tickets in the first place.

WEAKNESS #3: UX / REPORTING

Some users find the UI/reporting less smooth and want better dashboards/charting; initial setup can be hard.

> *"The backend UI isn't very smooth and the overall interface can feel inefficient."*
> — Capterra

> *"Limited analytics for some use cases; dashboards and charting could be improved."*
> — Capterra

HOW TO POSITION AGAINST THIS

Position your product as "fast to insight": polished UX, opinionated templates (activation, funnels, retention), and guided setup that gets teams to a useful dashboard in the first day/week.

Pendo

WEAKNESS #1: UX / LEARNING CURVE

Users report it can feel unintuitive and time-consuming to learn, and even "overwhelming."

> *"It takes too long to learn to do even basic things. "*
> — Trustpilot

> *"It can be a little overwhelming. "*
> — TrustRadius

HOW TO POSITION AGAINST THIS

Lead with "time-to-value": emphasize simpler IA/navigation, guided setup wizards, and role-based templates that let teams get value in days—not weeks.

WEAKNESS #2: IMPLEMENTATION / INSTRUMENTATION

Teams complain about tagging/maintenance effort and needing more automation as the product UI changes.

> *"It can be a bit tricky to tag up elements when your app evolves frequently. "*
> — Capterra

> *"Not have to tag EVERY single little thing. "*
> — Capterra

HOW TO POSITION AGAINST THIS

Differentiate on “low-maintenance instrumentation”: auto-capture events/elements, stronger governance for changing UIs, and easier debugging/QA for data collection.

WEAKNESS #3: PRICING / VALUE

Some reviewers explicitly call out price as unreasonable—especially when time is tight and ramp-up is slow.

> *"Hard to use, unreasonable price. "*
> — Trustpilot

HOW TO POSITION AGAINST THIS

Compete with transparent packaging and predictable pricing; tie cost to outcomes (activation/adoption) and include onboarding/training that reduces the perceived ‘hidden’ ramp cost.

LaunchDarkly

WEAKNESS #1: PRICING

Perceived as expensive, with value concerns especially for smaller teams/companies.

> *"Pricing could improve for small companies."*
> — Capterra

> *"Very expensive but well worth it."*
> — TrustRadius

HOW TO POSITION AGAINST THIS

Win deals by leading with transparent, predictable pricing (incl. a strong SMB tier) and a clear ROI story (lower cost-to-scale flags/MAUs/environments).

WEAKNESS #2: LICENSING / SEATS

Seat limits can create collaboration and adoption friction as more engineers need access.

> *"Limited seats on our plan cause friction."*
> — G2

> *"Limited number of seats for engineers has slowed down the adoption."*
> — TrustRadius

HOW TO POSITION AGAINST THIS

Position unlimited (or high-included) seats, plus lightweight RBAC/auditing so teams can onboard broadly without renegotiating plans.

WEAKNESS #3: UX / GOVERNANCE (FLAG SPRAWL)

Teams want better ways to group and organize large numbers of flags.

> *"One room of improvement could be to group together or categorize flags."*
> — Capterra

HOW TO POSITION AGAINST THIS

Differentiate with stronger flag hygiene features (folders/tags/ownership, bulk ops, lifecycle policies, automatic stale-flag detection) and show how it reduces operational risk.

FullStory

WEAKNESS #1: PRICING

High/variable pricing (including overages) with complaints about sharp increases and confusing options.

> *"Price for minimum package was increased from USD $199 to $899."*
> — Capterra

> *"Overages are not well managed by FullStory... we do not need to track 100% of the session data we see via FS."*
> — TrustRadius

HOW TO POSITION AGAINST THIS

Win with transparent tiers, clear usage caps/alerts, and controls to exclude low-value areas from capture (so customers can predict spend).

WEAKNESS #2: PERFORMANCE

Session replay can be slow/unreliable (loading delays or sessions failing to load).

> *"It takes a few seconds to load the video, so I miss the action I was trying to look at."*
> — Capterra

> *"Sometimes it won't load sessions it seems like this happens when you need it most."*
> — Capterra

HOW TO POSITION AGAINST THIS

Position on "always-available replay" with faster playback, resilient capture, and clear SLAs on processing/availability.

WEAKNESS #3: UX / DATA FIDELITY

Replays can be visually misleading due to reconstruction limitations (some UI elements may not render as expected).

> *"Occasionally, the reconstructed videos of user behavior are misleading."*
> — Capterra

"Dropdowns don't always appear as they should... the user zooming-in is also a little disorienting."
— Capterra

HOW TO POSITION AGAINST THIS
Differentiate with higher-fidelity capture (including tricky UI patterns), clearer rendering, and tooling to validate replay accuracy against DOM/events.

Hotjar

WEAKNESS #1: PRICING
Pricing tiers and upgrades are a frequent pain point (perceived forced upgrades / poor value at higher tiers).

"They went from a tool you could use very affordably to penny-pinching every little feature. "
— Trustpilot

"After the product was acquired the price was instantly increased while the pricing tiers became extremely hard to follow... "
— Capterra

HOW TO POSITION AGAINST THIS
Lead with transparent, predictable pricing (especially at higher traffic/volume), and emphasize that core features don't get paywalled behind frequent upgrade prompts.

WEAKNESS #2: DATA QUALITY / COVERAGE
Some users question accuracy or report blind spots on complex pages (popups/overlays/checkout), which reduces trust in insights.

"I sometimes question the accuracy of the reports. And if the page has a popup, modal, overlay, etc, that can be problematic. "
— Capterra

"On the checkout page I failed to see customer behavior. "
— Trustpilot

HOW TO POSITION AGAINST THIS
Differentiate on data reliability: highlight stronger masking + SPA/overlay handling, QA tooling, and clear diagnostics to prove what's captured (and what isn't).

WEAKNESS #3: UX / WORKFLOW
The review-to-insight workflow can feel heavy (manual setup, lots of recordings to sift through, usability/documentation issues).

"As it stands, you have to set each heat map individually for each page by manually entering the URL and title. "
— G2

"The interfce and the documentation could be made a bit more user-friendly. "
— Trustpilot

HOW TO POSITION AGAINST THIS

Position an “insights-first” workflow: faster setup (auto-discovery), better filtering/segmentation defaults, and guided insights so teams spend less time hunting through recordings.

Plausible Analytics

WEAKNESS #1: PRICING

Perceived as expensive vs. free alternatives, even if the sticker price is “low.”

> *"The cost, while low, is still higher than the free tools by the tech giants. "*
> — G2

HOW TO POSITION AGAINST THIS

Position as better value: free tier or cheaper entry plan, plus clearer ROI (e.g., built-in bot filtering + no-cookie compliance included).

WEAKNESS #2: BILLING / PLAN ENFORCEMENT

Overage/upgrade handling can feel punitive (lost access / forced upgrade), creating “trust” and churn risk.

> *"Dashboard locked for months after exceeding 10,000 pageviews... paid a year in advance. "*
> — Capterra

> *"Asked to upgrade or you’re not allowed into the management environment. "*
> — Trustpilot

HOW TO POSITION AGAINST THIS

Differentiate with non-punitive overages: never lock dashboards; cap/blur over-limit data, provide alerts, bot/invalid-traffic controls, and self-serve plan changes.

WEAKNESS #3: FEATURES

Too “basic” for teams that need deeper journey analysis (e.g., path tracking / deeper dives).

> *"I do miss path tracking in my analysis. "*
> — Capterra

> *"It is super basic—if you’re looking for deeper dives, this is not the software. "*
> — Capterra

HOW TO POSITION AGAINST THIS

Compete by highlighting advanced analysis (paths/funnels/attribution/segmentation) while staying privacy-friendly (aggregation, cookieless IDs, or first-party modes).

How to use: Use these weaknesses in your marketing, sales conversations, and product positioning. Each weakness is backed by real customer reviews and includes a specific positioning suggestion.

Review Quotes

Real customer quotes about competitors of posthog.com

Sales Ammo

- **Amplitude**: "It took a long time to load." — Capterra
- **Mixpanel**: "Rigid pricing. You have to pay for the whole suite even if you only use a fraction of the offerings." — G2
- **Heap**: "The cost can be a lot higher for small businesses." — Capterra
- **Pendo**: "Counterintuitive and inefficient to use. " — Trustpilot
- **LaunchDarkly**: "Limited seats on our plan cause friction." — G2
- **FullStory**: "Price for minimum package was increased from USD $199 to $899." — Capterra
- **Hotjar**: "Probably the worst product i have used in recent history... it has fallen into the endless in app upgrade cycle. " — Trustpilot
- **Plausible Analytics**: "The cost, while low, is still higher than the free tools by the tech giants. " — G2

Amplitude

WHAT CUSTOMERS SAY (PROS)

> *"Speed. UI/UX. Dashboarding. Fast search of properties and how frequently that property is used in queries."*
> — G2

> *"Amplitude is a one stop experience for all your analytical needs."*
> — G2

> *"I like the ability to create dashboards using existing reports created."*
> — G2

> *"Easy to explore and understand user behavior without needing constant support from the data team."*
> — G2

> *"I do like the event tracking it's strong, and I can dive into questions quickly."*
> — Capterra

> *"When paired with Segment, Amplitude is great at helping us track user engagement and retention metrics."*
> — Capterra

> *"Their free plan is very extensive, so even small teams and startups can use it for free for a long time."*
> — Trustpilot

> *"I use Amplitude Analytics to track user behavior in our mobile app specifically within funnels."*
> — TrustRadius

WHAT CUSTOMERS SAY (CONS)

> *"It took a long time to load."*
> — Capterra

> *"Creating custom reports was complicated and the interface wasn't particularly user-friendly."*
> — Capterra

> *"This is not a flexible light weight tool for rapid product feedback on new product launches."*
> — Capterra

> *"There's no way for one to do Month to date, week to date time selection."*
> — Capterra

> *"No option for custom binning numeric columns."*
> — G2

> *"I wish you could query against data uploaded in Amplitude with sql."*
> — G2

> *"The documentation has a history of misleading developers in my company."*
> — G2

> *"It is the gold standard in this category but comes along with the price tag to support those claims."*
> — TrustRadius

Mixpanel

WHAT CUSTOMERS SAY (PROS)

> *"Mixpanel focuses on individual user behavior and allows me to track and analyze user interactions at a granular level."*
> — G2

> *"Robust tooling that enables you to drill down and obtain certainty about your products."*
> — G2

> *"Easy to integrate with backend to pull in events."*
> — Capterra

> *"Event tracking and retention analysis empower data-driven decisions."*
> — Capterra

> *"Very intuitive; in minutes you can obtain graphs and results without a steep learning curve."*
> — Capterra

> *"Great visibility on product usage for both tech and non-technical team members."*
> — TrustRadius

> *"Free version lasted me a long time and was great for testing it out."*

WHAT CUSTOMERS SAY (CONS)

> *"Rigid pricing. You have to pay for the whole suite even if you only use a fraction of the offerings."*
> — G2

> *"Its initial learning curve can be quite challenging."*
> — G2

> *"Sometimes due to technical issues, multiple users get created despite identity merge being enabled."*
> — Capterra

> *"Limitations on creating custom reports; the Excel sheet cannot fit all data into one sheet."*
> — Capterra

> *"The only downside is that there are data privacy concerns."*
> — Capterra

> *"There are instances when there are errors in the data that have been gathered."*
> — Capterra

> *"Subscription fees for Mixpanel are expensive."*

— TrustRadius

— TrustRadius

> *"Not convinced it provides enough value over a free analytics provider to justify the monthly cost."*
> — TrustRadius

Heap

WHAT CUSTOMERS SAY (PROS)

> *"After initial setup, I can log in later, find the event I care about, and see how users are using it—without ongoing engineering work."*
> — G2

> *"More valuable than Adobe Analytics; the intuitive UI and dashboards make monitoring and analysis more comfortable."*
> — G2

> *"Tracks every user event out of the box, so you don't need custom labeling and tag maintenance stays low."*
> — Capterra

> *"Easy to implement and set up; even non-technical teammates across departments can review the data."*
> — Capterra

> *"Clean interface and visually appealing dashboards made it easier to understand the data."*
> — Capterra

> *"Robust automated analysis of customer behavior helps teams make the necessary changes."*
> — TrustRadius

> *"There is a learning curve, but there are lots of tips, guides, and trainings to get you up to speed."*
> — TrustRadius

WHAT CUSTOMERS SAY (CONS)

> *"The cost can be a lot higher for small businesses."*
> — Capterra

> *"The backend UI isn't very smooth and the overall interface can feel inefficient."*
> — Capterra

> *"Customer support can be slow to respond."*
> — Capterra

> *"Support email replies can take too long; faster responses would help."*
> — Capterra

> *"Limited analytics for some use cases; dashboards and charting could be improved."*
> — Capterra

> *"It's easier once setup is complete, but the initial setup can be difficult."*
> — Capterra

Pendo

WHAT CUSTOMERS SAY (PROS)

> *"We use it to monitor feature usage, communicate with our users to support onboarding, and maximize the adoption of new releases. "*
> — Capterra

> *"All the analytics are presented on dashboards with organized tables and graphs, and we can easily include them in our presentations. "*
> — Capterra

> *"Pendo helped us with user onboarding by pointing out what's confusing and where users abandon. "*
> — Capterra

WHAT CUSTOMERS SAY (CONS)

> *"Counterintuitive and inefficient to use. "*
> — Trustpilot

> *"It takes too long to learn to do even basic things. "*
> — Trustpilot

> *"Hard to use, unreasonable price. "*
> — Trustpilot

> *"Analytics side isn't as robust as the likes of Amplitude. "*
> — Capterra

> *"It can be a bit tricky to tag up elements when your app evolves frequently. "*
> — Capterra

"Enables us to be product led, where we can rely on actual data rather than opinion. "
— TrustRadius

"I utilize Pendo information in my Quarterly Business Reviews to show customers which capabilities they are using. "
— TrustRadius

"Useful for generating dashboards that present user analytics and highlight where users struggle around a workflow. "
— TrustRadius

"Streamlined In-App Guidance & Effective for User Engagement. "
— G2

"Started using Pendo at my current job, and now use it every single day and attend their conferences. "
— G2

"We had to get into the code and it was a little convoluted and difficult to set up. "
— Capterra

"I wish it had more functionality to see user sessions and not have to tag EVERY single little thing. "
— Capterra

"This makes it a very powerful tool, but it can be a little overwhelming. "
— TrustRadius

LaunchDarkly

WHAT CUSTOMERS SAY (PROS)

"The SDK is top-notch. Adopting LaunchDarkly was easy across the entire stack."
— G2

"Its very straightforward, easy to use, and formatted in a way that makes sense."
— G2

"Having a UI to manage features definitely makes things easier for us."
— G2

"Lets us roll out features to specific clients and filter hundreds of IDs in a segment."
— G2

"Easy to use for developers and friendly, being used in backend, front, and mobile. SDK are nice to use."
— Capterra

"Allowed us to deploy more safely."
— Capterra

"The UI and logic is incredibly easy to navigate and follow."
— Capterra

"LaunchDarkly makes releasing functionality using flags a breeze."
— TrustRadius

WHAT CUSTOMERS SAY (CONS)

"Limited seats on our plan cause friction."
— G2

"Pricing could improve for small companies."
— Capterra

"One room of improvement could be to group together or categorize flags."
— Capterra

"It can be a bit tricky to implement the provider into your React application."
— Capterra

"Limited number of seats for engineers has slowed down the adoption."
— TrustRadius

"Very expensive but well worth it."
— TrustRadius

"Pricing is not well suited for website a/b testing or feature flagging."
— TrustRadius

FullStory

WHAT CUSTOMERS SAY (PROS)

"Feature to watch how customers navigate your product is a game changer."
— G2

WHAT CUSTOMERS SAY (CONS)

"Price for minimum package was increased from USD $199 to $899."
— Capterra

"Fullstory has been the easiest platform to integrate into our complex website tech stack."
— G2

"It is one of the most useful software products I've ever encountered for B2B SaaS companies to quickly level up performance 10X."
— Capterra

"Reviewing a list of events is just not adequate, and FullStory solves this problem."
— Capterra

"Once my company got FullStory, I couldn't imagine a world without it."
— Capterra

"Bug tracking is fantastic."
— Capterra

"FullStory is an essential part of our Marketing and Product tech stack."
— TrustRadius

"I led the FullStory implementation... and brought it to my team at a new company based on my delightful experience."
— TrustRadius

"Sometimes it won't load sessions; their support isn't the greatest; they are ridiculously expensive."
— Capterra

"It takes a few seconds to load the video, so I miss the action I was trying to look at."
— Capterra

"Occasionally, the reconstructed videos of user behavior are misleading."
— Capterra

"Overages are not well managed by FullStory... we do not need to track 100% of the session data we see via FS."
— TrustRadius

"Their pricing is kind of confusing and has increased pretty substantially over the years."
— TrustRadius

"Pricing is pretty high. We'd like to get more sessions but it's too much $$$."
— TrustRadius

"When I raised a concern... they did not make any adjustments or gave me the old price as a one-time exception."
— Capterra

Hotjar

WHAT CUSTOMERS SAY (PROS)

"Hotjar has increased my understanding about user behavior and given me valuable insights on how to make our site better. "
— G2

"The best thing with Hotjar is that it is super easy to use and you can get started with it in minutes. "
— G2

"Hotjar has a free version that allows you to gain lots of insights on how your visitors are using your website. "
— G2

"The best thing I like about Hotjar is that you can watch the user's behaviour on your website. It captures the video of each user session so you can see exactly where the users click on UI. "
— G2

"The best parts of Hotjar are the intuitive heatmaps, and visitor recordings, that offer deep insights into user behavior and user interaction based on real visitor data. "
— Capterra

"Its seamless integration with other marketing tools provides deep insights into user behavior, allowing you to identify large-scale patterns and continually improve user experience. "
— Capterra

WHAT CUSTOMERS SAY (CONS)

"Probably the worst product i have used in recent history... it has fallen into the endless in app upgrade cycle. "
— Trustpilot

"They went from a tool you could use very affordably to penny-pinching every little feature. "
— Trustpilot

"The interfce and the documentation could be made a bit more user-friendly. "
— Trustpilot

"On the checkout page I failed to see customer behavior. "
— Trustpilot

"After the product was acquired the price was instantly increased while the pricing tiers became extremely hard to follow... "
— Capterra

"I sometimes question the accuracy of the reports. And if the page has a popup, modal, overlay, etc, that can be problematic. "
— Capterra

"The freemium runs out pretty quickly, and I don't know how accurate the data is (it's hard to verify qualitative data). "
— Capterra

"As it stands, you have to set each heat map individually for each page by manually

"It gave fairly accurate heat mapping and information regarding user behavior on our website. "
— Capterra

"Provides insights on platform usage. Provides recordings of user sessions. "
— TrustRadius

entering the URL and title. "
— G2

Plausible Analytics

WHAT CUSTOMERS SAY (PROS)

"Fast, lightweight, privacy-first and GDPR-compliant... easy to integrate and powerful once it's running. "
— G2

"A site monitoring tool not connected to a major tech company that might mine site data. "
— G2

"Cookie-free and EU-based, so my sites don't necessarily need a cookie wall. "
— Capterra

"We trust the data and don't worry about cookie blockers... works perfectly right out of the box. "
— Capterra

"Very easy to setup and to use; seeing all your metrics in one page is a breath of fresh air. "
— Capterra

"Great values, privacy-first, high-quality posts, open source and can be self-hosted. "
— Trustpilot

"The app works well... when I emailed support they were super helpful; 10/10 would recommend. "
— Trustpilot

WHAT CUSTOMERS SAY (CONS)

"The cost, while low, is still higher than the free tools by the tech giants. "
— G2

"I do miss path tracking in my analysis (I assume that requires cookies). "
— Capterra

"Not as intuitive as you'd think; sometimes it's hard to recognize you have certain properties selected. "
— Capterra

"It is super basic—if you're looking for deeper dives, this is not the software. "
— Capterra

"Dashboard locked for months after exceeding 10,000 pageviews... paid a year in advance. "
— Capterra

"Beware!! Fraudulent "subscription"—asked to upgrade or you're not allowed into the management environment. "
— Trustpilot

"Extra traffic is from multiple bots, which makes you doubt whether they are scammers. "
— Trustpilot

How to use: Use competitor cons as sales ammunition. Reference specific complaints to differentiate your product. Swipe successful messaging from competitor pros if they solve problems you also solve.

Social Proof Audit

Social proof elements used by competitors of posthog.com

COMPETITOR	CASE STUDIES	TESTIMONIALS	CUSTOMER CLAIM	NOTABLE CUSTOMERS
Amplitude	–	–	"~3,000 customers" and "26% of the Fortune 100"; also "more than 2,300 enterprises" and "28 of the Fortune 100".	Ford, Walmart, Atlassian, NBC, Zillow +5 more
Mixpanel	–	5	Trusted by more than 29,000 companies	Wise , Yelp , Vodafone Oman , Getir , PicPay +5 more
Heap	–	–	"Heap is used by over 10,000 companies" (homepage snippet).	H&R Block, DISH, Northwestern Mutual, E*TRADE, Fivetran +5 more
Pendo	–	–	Join 14,000+ teams building with Pendo.	Demandbase, Cox Automotive, CallRail, Namely, Okta +5 more
LaunchDarkly	39	–	Trusted by 5,500+ customers.	Paramount, Christian Dior, Bayer, HP, Ally +5 more
FullStory	–	–	Over 3,000 companies create data with Fullstory	Chipotle , Pizza Hut , JetBlue , Lowe's , Gap Inc. +5 more
Hotjar	8	4	Trusted by 1,306,323 websites in 180+ countries.	Invision, Reed.co.uk, HubSpot (HubSpot Academy), Unbounce, Mizzen+Main +5 more
Matomo	–	–	"Trusted on over 1 million websites in over 190 countries."	Pimcore, MetaLocator, Stockholm University, Climeworks, Concrete CMS +5 more

METRICS & CLAIMS

Amplitude

- "11K" digital products served.
- "174%" YOY growth.
- "6 months" time to payback.
- "217%" ROI over 3 years.
- "$10M" in additional revenue expected annually at Rocket Money.

Mixpanel

- 3X Improvements on NPS since 2019
- 242M Product questions answered per year by our users with Mixpanel
- 97.2% Customer satisfaction score across all support experiences
- Increased Engagement by 264% (Vodafone Oman customer story listing)
- How Neon transformed product development with 1,400 experiments, leading to a 168% increase in revenue (customer story listing)

Heap

Pendo

- Customer logos displayed on homepage: null (unable to load page content via web tool in this session).
- "Improved Conversion 118%" (customer story title).
- "Esurance saves $225K a month" (customer story title).
- "Gem reduces its time to insight by 10x" (customer story title).
- "Heap saved us $50k-100k in ads" (testimonial quote).

- Pendo has collected 35 trillion events.
- 40% increase in sales opps.
- 99% decrease in development time.
- 60% reduction in support ticket resolution time.
- Increased activity in the product by 39%.

LaunchDarkly

- Homepage: 40 trillion daily evaluations.
- Homepage: Sub-200ms flag updates.
- Homepage: 84% more frequent deployments.
- Homepage: 48% increase in software reliability.
- Customer Stories index indicates “Showing 12 of 39 results” (39 stories total).

FullStory

- 451% ROI and $8.42 million in gains (Forrester TEI study page)
- 71.5% of lost revenue reclaimed by fixing a single error (Chipotle)
- 6.5% increase in total transactions (Pizza Hut)
- 15% increase in funnel conversions (Finicity)
- Vivid Seats saved 10K conversions per error thanks to faster detection and fixes

Hotjar

- Over 900,000 websites of all sizes use Hotjar.
- Trusted and used by 1.3+ million websites and apps.
- 56,549 users signed up last month.
- Taskworld improved conversion by 40% ("with a 5-minute fix").
- Epiphany increased mobile conversion rate by 63%.

Matomo

- "Trusted on over 1 million websites in over 190 countries."
- "Start a 21-day free Cloud trial."
- Ratings shown on the Matomo marketing page (e.g., "4.8 out of 5"; also variants "4.9 out of 5" / "5 out of 5" appear on another Matomo landing page).
- Case study headline: "Alloy sees 300% revenue increase."
- Case study headline: "Concrete CMS achieve 3x more leads."

How to use: Compare your social proof against competitors. If they display more case studies or testimonials, prioritize collecting yours. Look for gaps in social proof you can fill.

SEO Category Ownership

Who dominates each topic for competitors of posthog.com

CATEGORY	LEADER	RUNNER UP	TOTAL ETV	GAP
Business & Industrial 9 competitors	Amplitude $158,181 ETV	FullStory $110,023 ETV	$346,354	30%
Computers & Consumer Electronics 9 competitors	Amplitude $113,999 ETV	FullStory $43,777 ETV	$246,076	62%
Computers 9 competitors	Amplitude $102,854 ETV	FullStory $43,370 ETV	$226,544	58%
Software 9 competitors	Amplitude $100,928 ETV	FullStory $42,665 ETV	$220,130	58%
Business Management 9 competitors	FullStory $72,303 ETV	Amplitude $39,516 ETV	$164,167	45%
News, Media & Publications 9 competitors	Amplitude $61,117 ETV	FullStory $43,326 ETV	$145,666	29%
Advertising & Marketing 8 competitors	FullStory $69,406 ETV	Amplitude $26,144 ETV	$133,974	62%
Business & Productivity Software 9 competitors	Amplitude $76,382 ETV	FullStory $25,914 ETV	$115,696	66%
Market Research 6 competitors	FullStory $66,459 ETV	Amplitude $18,493 ETV	$99,053	72%
Reference Materials & Resources 5 competitors	Amplitude $46,740 ETV	FullStory $39,159 ETV	$92,997	16%
Scientific Software 1 competitor	Amplitude $60,419 ETV	*No runner up*	$60,419	100%
Internet Software & Web Goodies 9 competitors	Amplitude $13,802 ETV	Matomo $13,248 ETV	$59,082	4%
Web Stats & Internet Analytics 7 competitors	Matomo $12,738 ETV	Plausible Analytics $12,684 ETV	$53,799	0%
Scientific Equipment & Services 1 competitor	Amplitude $49,809 ETV	*No runner up*	$49,809	100%
Internet & Telecom 9 competitors	FullStory $8,796 ETV	Hotjar $8,767 ETV	$48,686	0%
Internet 9 competitors	Hotjar $8,482 ETV	FullStory $7,384 ETV	$41,361	13%
Dictionaries 1 competitor	FullStory $37,910 ETV	*No runner up*	$37,910	100%

CATEGORY	LEADER	RUNNER UP	TOTAL ETV	GAP
Surveys 2 competitors	FullStory $30,470 ETV	Hotjar $5,733 ETV	$36,204	81%
Business Management Software 8 competitors	Amplitude $11,210 ETV	FullStory $9,300 ETV	$28,646	17%
Jobs & Education 5 competitors	Amplitude $12,200 ETV	FullStory $9,034 ETV	$26,193	26%
Finance 2 competitors	Amplitude $23,335 ETV	Matomo $2,798 ETV	$26,133	88%
Arts & Entertainment 8 competitors	Pendo $10,209 ETV	FullStory $5,920 ETV	$25,551	42%
Software Development 5 competitors	Heap $10,758 ETV	LaunchDarkly $3,598 ETV	$18,594	67%
Programming & Developer Software 2 competitors	Heap $10,717 ETV	LaunchDarkly $878 ETV	$11,595	92%
Internet Marketing 3 competitors	Matomo $8,106 ETV	Hotjar $2,022 ETV	$10,723	75%
Java Software 1 competitor	Heap $10,658 ETV	*No runner up*	$10,658	100%
Business Intelligence Software 3 competitors	Amplitude $7,284 ETV	Mixpanel $1,200 ETV	$8,807	84%
Customer Support & Outreach 1 competitor	Pendo $3,702 ETV	*No runner up*	$3,702	100%
Law & Government 1 competitor	Matomo $3,677 ETV	*No runner up*	$3,677	100%
Telephony 5 competitors	FullStory $1,429 ETV	Pendo $670 ETV	$2,941	53%
Search Engine Marketing 2 competitors	Matomo $2,324 ETV	Plausible Analytics $460 ETV	$2,784	80%
Search Engine Optimization 2 competitors	Matomo $2,315 ETV	Plausible Analytics $456 ETV	$2,771	80%
Geographic Reference 1 competitor	LaunchDarkly $2,278 ETV	*No runner up*	$2,278	100%
Software Testing 1 competitor	LaunchDarkly $1,944 ETV	*No runner up*	$1,944	100%
Industrial Goods & Manufacturing 2 competitors	LaunchDarkly $1,259 ETV	Mixpanel $670 ETV	$1,929	47%
Business Process Analysis 1 competitor	Pendo $1,512 ETV	*No runner up*	$1,512	100%

CATEGORY	LEADER	RUNNER UP	TOTAL ETV	GAP
Design & Engineering 1 competitor	Pendo $1,372 ETV	*No runner up*	$1,372	100%
Health 1 competitor	LaunchDarkly $1,076 ETV	*No runner up*	$1,076	100%
Search Engines 1 competitor	Plausible Analytics $977 ETV	*No runner up*	$977	100%
Hobbies & Leisure 1 competitor	LaunchDarkly $840 ETV	*No runner up*	$840	100%
Web Design & Development 1 competitor	Hotjar $611 ETV	*No runner up*	$611	100%
Shipping & Packing 1 competitor	Plausible Analytics $203 ETV	*No runner up*	$203	100%

How to use: Categories are sorted by total ETV. Leader dominates the category. Gap % shows how far ahead the leader is vs the runner up. High gap = one competitor owns the topic. Low gap = competitive.

Top Keywords by Category

Keywords driving category dominance for competitors of posthog.com

Business & Industrial

KEYWORD	COMPETITOR	POSITION	SV	KD	ETV
amplitude	Amplitude	#1	73,632	63	$22,496
cause and effect vs correlation	Amplitude	#1	0	20	$10,062
correlation and causation	Amplitude	#1	1,663	30	$10,062
correlation or causation	Amplitude	#1	415	30	$10,062
correlation vs causation	Amplitude	#1	13,018	30	$10,062
mixpanel	Mixpanel	#1	18,100	44	$4,182
quantitative data explanation	FullStory	#1	5,400	26	$1,642
users id	Amplitude	#1	0	6	$1,338
categorical quantitative	FullStory	#1	4,400	3	$1,338
qualitative data vs quantitative data	FullStory	#1	4,400	13	$1,338

Computers & Consumer Electronics

KEYWORD	COMPETITOR	POSITION	SV	KD	ETV
causation vs correlation	Amplitude	#1	6,300	12	$10,062
correlational vs causal	Amplitude	#1	0	22	$10,062
heap	Heap	#2	34,242	56	$6,561
heap app	Heap	#1	65	44	$3,010
type of data types	Amplitude	#1	0	33	$1,338
categorical data vs quantitative	FullStory	#1	4,400	4	$1,338
quantitative versus categorical variables	FullStory	#1	4,400	5	$1,338
qualitative data vs quantitative data	FullStory	#1	4,400	13	$1,338
categorical vs quantitative	FullStory	#1	4,400	25	$1,338

KEYWORD	COMPETITOR	POSITION	SV	KD	ETV
correlation and causation examples	Amplitude	#1	3,600	15	$1,094

Computers

KEYWORD	COMPETITOR	POSITION	SV	KD	ETV
causation vs correlation	Amplitude	#1	6,300	12	$10,062
correlational vs causal	Amplitude	#1	0	22	$10,062
heap	Heap	#2	34,242	56	$6,561
heap app	Heap	#1	65	44	$3,010
type of data types	Amplitude	#1	0	33	$1,338
categorical data vs quantitative	FullStory	#1	4,400	4	$1,338
quantitative versus categorical variables	FullStory	#1	4,400	5	$1,338
qualitative data vs quantitative data	FullStory	#1	4,400	13	$1,338
categorical vs quantitative	FullStory	#1	4,400	25	$1,338
correlation and causation examples	Amplitude	#1	3,600	15	$1,094

Software

KEYWORD	COMPETITOR	POSITION	SV	KD	ETV
causation vs correlation	Amplitude	#1	6,300	12	$10,062
correlational vs causal	Amplitude	#1	0	22	$10,062
heap	Heap	#2	34,242	56	$6,561
heap app	Heap	#1	65	44	$3,010
type of data types	Amplitude	#1	0	33	$1,338
categorical data vs quantitative	FullStory	#1	4,400	4	$1,338
quantitative versus categorical variables	FullStory	#1	4,400	5	$1,338
qualitative data vs quantitative data	FullStory	#1	4,400	13	$1,338
categorical vs quantitative	FullStory	#1	4,400	25	$1,338

KEYWORD	COMPETITOR	POSITION	SV	KD	ETV
correlation and causation examples	Amplitude	#1	3,600	15	$1,094

Business Management

KEYWORD	COMPETITOR	POSITION	SV	KD	ETV
cause and effect vs correlation	Amplitude	#1	0	20	$10,062
mixpanel	Mixpanel	#1	18,100	44	$4,182
quantitative data explanation	FullStory	#1	5,400	26	$1,642
categorical quantitative	FullStory	#1	4,400	3	$1,338
qualitative data vs quantitative data	FullStory	#1	4,400	13	$1,338
quantitative vs categorical	FullStory	#1	4,400	25	$1,338
quantitative vs categorical variables	FullStory	#1	4,400	26	$1,338
qualitative data versus quantitative	FullStory	#1	4,400	29	$1,338
qualitative data vs quantitative	FullStory	#1	4,400	29	$1,338
qualitative vs quantitative data	FullStory	#1	4,400	29	$1,338

+36 more categories in spreadsheet

How to use: These are the keywords driving traffic within each category. High ETV keywords in positions 4-10 are prime targets. Keywords where multiple competitors rank show validated demand.

Top Pages by Traffic

The highest-traffic pages for competitors of posthog.com

Amplitude

amplitude.com/blog/causation-correlation — **$101,470 ETV**

678 keywords 212 in top 10

causation vs correlation #1 | cause and effect vs correlation #1 | correlational vs causal #1 | correlation and causation #1 | correlation or causation #1

amplitude.com/ — **$42,860 ETV**

7420 keywords 270 in top 10

amplitude #1 | what is amplitude #1 | amplitude analytics #1 | analytics amplitude #1 | amplitude software #1

amplitude.com/explore/experiment/t-test — **$22,442 ETV**

1042 keywords 368 in top 10

how to analyze t test results #1 | how to analyze t-test results #1 | how to interpret t-test results #1 | how to analyse t test results #1 | how to explain t test results #1

amplitude.com/explore/experiment/type-1-and-type-2-errors-explained — **$12,727 ETV**

96 keywords 73 in top 10

amplitude.com/glossary/terms/churn — **$11,701 ETV**

212 keywords 99 in top 10

what is churn in business #1 | what is business churn #1 | churn in business #1

Mixpanel

mixpanel.com/home/ — **$12,551 ETV**

6408 keywords 73 in top 10

mixpanel #1 | mixpanel logo #1 | what is mixpanel #1 | mixpanel analytics #1 | mixpanel.com #1

mixpanel.com/blog/what-is-a-technology-stack/ — **$2,008 ETV**

176 keywords 46 in top 10

mixpanel.com/blog/points-of-parity-vs-points-of-difference/ — **$889 ETV**

59 keywords 36 in top 10

point of parity #1 | points of parity #1 | marketing point of difference #1

what is point of parity #1 point of difference and point of parity #1

mixpanel.com/blog/north-star-metric/ **$852 ETV**

111 keywords 20 in top 10

north star metrics #1 what is a north star in business #1 north star in business #1 what is north star metric #1

mixpanel.com/blog/sms-security-incident/ **$803 ETV**

64 keywords 5 in top 10

mixpanel breach #1

Heap

www.heap.io/ **$16,220 ETV**

1683 keywords 95 in top 10

heap #2 heap app #1 heap analytics #1 heap logo #1 heap software #1

www.heap.io/topics/conversion-rate-optimization-for-marketing-product-teams **$3,647 ETV**

72 keywords 5 in top 10

www.heap.io/topics/quantitative-vs-qualitative-data-whats-the-difference **$1,370 ETV**

459 keywords 49 in top 10

qualitative data short definition #3

www.heap.io/topics/what-is-product-market-fit-creating-a-data-driven-pmf-framework

88 keywords 26 in top 10

$919 ETV

pmf meaning #2 what does pmf mean #2 what is pmf in business #2 pmf meaning in business #1 what does pmf stand for #3

www.heap.io/platform/journey-maps **$821 ETV**

32 keywords 6 in top 10

Pendo

www.pendo.io/ **$13,669 ETV**

3091 keywords 46 in top 10

what is pendo #1 pendo laptop #1 pendo raleigh nc #1 what is pendo.io #1 pendo software #1

www.pendo.io/glossary/customer-feedback/ **$3,160 ETV**

288 keywords 45 in top 10

customer feedback #1 | feedback to clients #1 | feedback to customer #1 | customer comment #1 | define customer feedback #1

www.pendo.io/glossary/user-interface-ui/ **$3,153 ETV**

92 keywords 37 in top 10

what is ui app #1

www.pendo.io/glossary/net-promoter-score-nps/ **$1,370 ETV**

284 keywords 46 in top 10

pendo nps #1

www.pendo.io/glossary/user-interface-user-experience-product-experience/ **$1,354 ETV**

90 keywords 29 in top 10

LaunchDarkly

launchdarkly.com/ **$8,098 ETV**

3063 keywords 44 in top 10

launchdarkly #1 | launchdarkly logo #1 | launch dark #1 | catamorphic #1 | feature flag platforms #1

launchdarkly.com/blog/what-are-feature-flags/ **$2,966 ETV**

156 keywords 79 in top 10

feature flags #1 | feature flag #1 | what is a feature flag #1 | what are feature flags #1 | what is feature flagging #1

launchdarkly.com/blog/comprehensive-guide-smoke-testing-software-development/ **$1,304 ETV**

72 keywords 36 in top 10

launchdarkly.com/blog/what-does-being-technical-mean/ **$1,259 ETV**

102 keywords 31 in top 10

launchdarkly.com/blog/beta-testing-programs/ **$1,189 ETV**

312 keywords 80 in top 10

+4 more competitors in spreadsheet

How to use: High-ETV pages reveal what content formats work in your market. Study the top performers, identify patterns, and create similar content for your site. Don't guess what to build. Replicate what already drives traffic.

Keyword Gaps

Keywords competitors rank for that posthog.com doesn't

KEYWORD	SV	KD	COMPETITORS	BEST POS	BEST COMPETITOR	ETV
causation vs correlation QUICK WIN	6,300	12	1	#1	Amplitude	$10,062
cause and effect vs correlation QUICK WIN	0	20	1	#1	Amplitude	$10,062
correlational vs causal	0	22	1	#1	Amplitude	$10,062
correlation and causation	1,663	30	1	#1	Amplitude	$10,062
correlation or causation	415	30	1	#1	Amplitude	$10,062
correlation vs causation	13,018	30	1	#1	Amplitude	$10,062
quantitative data explanation	5,400	26	1	#1	FullStory	$1,642
meaning qualitative data	5,400	29	1	#1	FullStory	$1,642
meaning of quantitative data	0	32	1	#1	FullStory	$1,642
quantitative data meaning	5,400	32	1	#1	FullStory	$1,642
users id QUICK WIN	0	6	1	#1	Amplitude	$1,338
type of data types	0	33	1	#1	Amplitude	$1,338
categorical versus quantitative QUICK WIN	4,400	2	1	#1	FullStory	$1,338
categorical quantitative QUICK WIN	4,400	3	1	#1	FullStory	$1,338
categorical data vs quantitative QUICK WIN	4,400	4	1	#1	FullStory	$1,338
categorical or quantitative QUICK WIN	4,400	4	1	#1	FullStory	$1,338

KEYWORD	SV	KD	COMPETITORS	BEST POS	BEST COMPETITOR	ETV
quantitative and categorical QUICK WIN	4,400	4	1	#1	FullStory	$1,338
quantitative or categorical QUICK WIN	0	4	1	#1	FullStory	$1,338
categorical and quantitative QUICK WIN	4,400	5	1	#1	FullStory	$1,338
quantitative versus categorical QUICK WIN	4,400	5	1	#1	FullStory	$1,338
quantitative versus categorical variables QUICK WIN	4,400	5	1	#1	FullStory	$1,338
qualitative data vs quantitative data QUICK WIN	4,400	13	1	#1	FullStory	$1,338
categorical vs quantitative	4,400	25	1	#1	FullStory	$1,338
quantitative vs categorical	4,400	25	1	#1	FullStory	$1,338
quantitative vs categorical variables	4,400	26	1	#1	FullStory	$1,338
qualitative data versus quantitative	4,400	29	1	#1	FullStory	$1,338
qualitative data vs quantitative	4,400	29	1	#1	FullStory	$1,338
qualitative vs quantitative data	4,400	29	1	#1	FullStory	$1,338
quantitative data vs qualitative data	4,400	29	1	#1	FullStory	$1,338
quantitative data versus qualitative data	4,400	31	1	#1	FullStory	$1,338

+70 more keywords in spreadsheet

How to use: High opportunity = high ETV + low KD. Green KD means easier to rank. "Quick Win" tags mark the best opportunities. Keywords where multiple competitors rank signal validated demand.

Paid Ads Intelligence

Top-performing Google and Meta ads from competitors of posthog.com. Analyze their messaging angles and creative strategies.

40 **Competitor ads analyzed**
40 Google Ads, 0 Meta Ads across 8 competitors.

Top Messaging Angles

Curiosity (19) | Benefit (13) | Social Proof (2) | Pain Point (2) | Comparison (2)

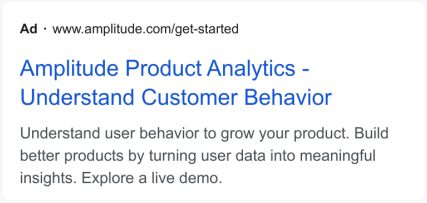
Amplitude 5 ads

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Understand user behavior to grow your product. Build better products by turning user data into meaningful insights. Explore a live demo.

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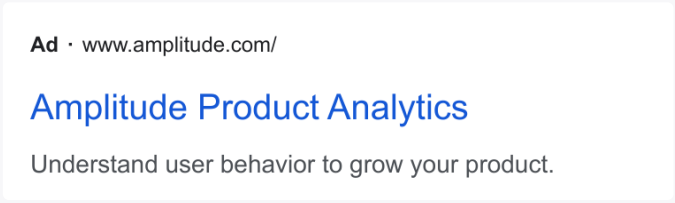


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Amplitude Product Analytics

Understand user behavior to grow your product.

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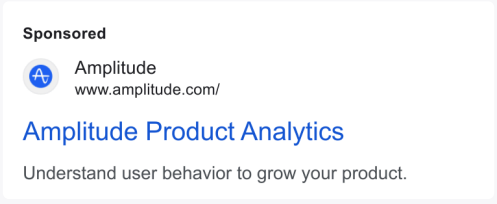


Google Benefit 1003d

Amplitude Product Analytics

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amplitude.com



Google Benefit 836d

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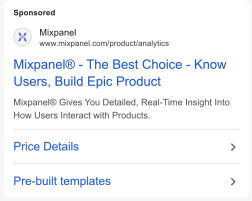
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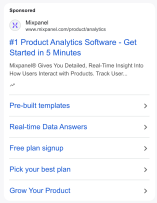


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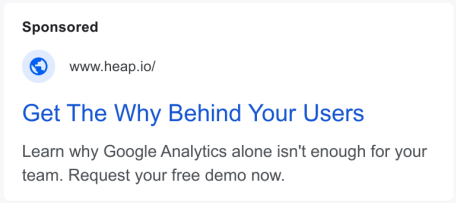
Heap 5 ads

Google Pain Point 1209d

Get The Why Behind Your Users

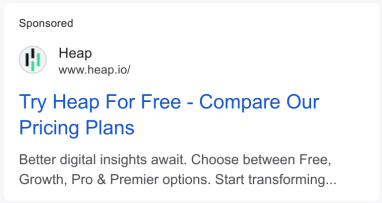
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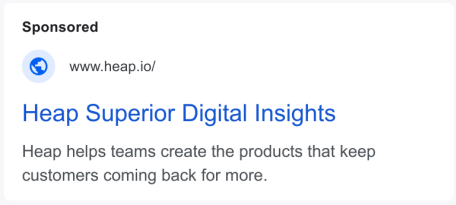
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5 Metrics For Product Success

Discover the best ways to measure key product areas & the metrics you should avoid.

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5 Metrics For Product Success

Discover the best ways to measure key product areas & the metrics you should avoid.

Google Comparison 1132d

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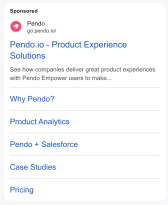
Pendo 5 ads

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Built directly into the platform so you can see the behavior behind the data. Get a demo. Understand why users do what they do through video playbacks of their actions...

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Session Recording Software - Pendo.io Session Recording

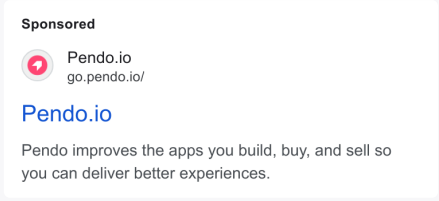
Built directly into the platform so you can see the behavior behind the data. Get a demo.

Google Benefit 493d

Pendo.io

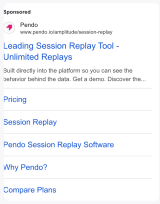
Pendo improves the apps you build, buy, and sell so you can deliver better experiences.

go.pendo.io/



Google Curiosity 490d

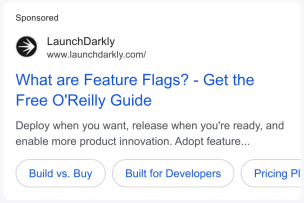
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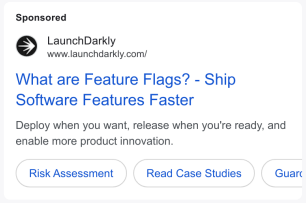
Google Curiosity 1490d

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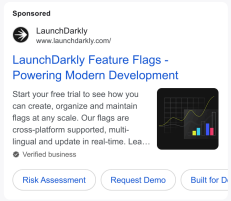
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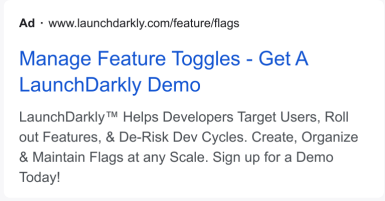


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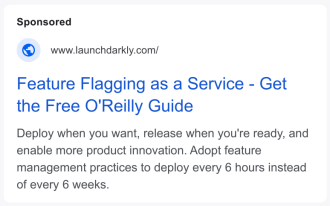


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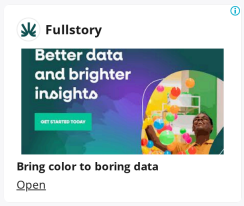
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FullStory 5 ads

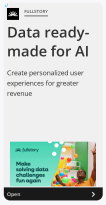
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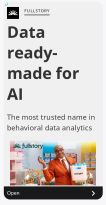
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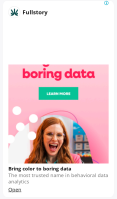
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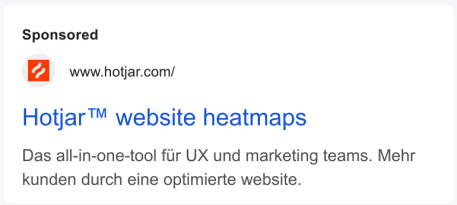


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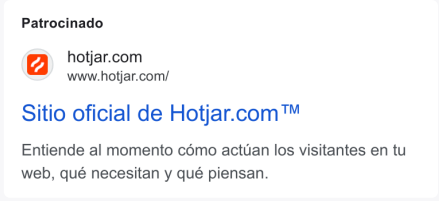


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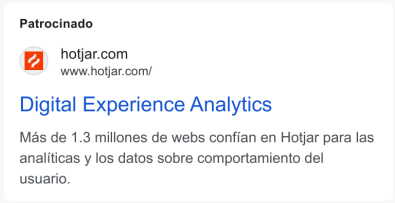


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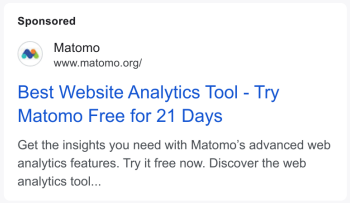
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Matomo 5 ads

Google Curiosity 366d

matomo.org

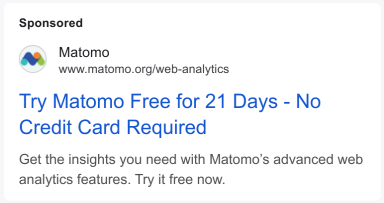


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Google Comparison 287d

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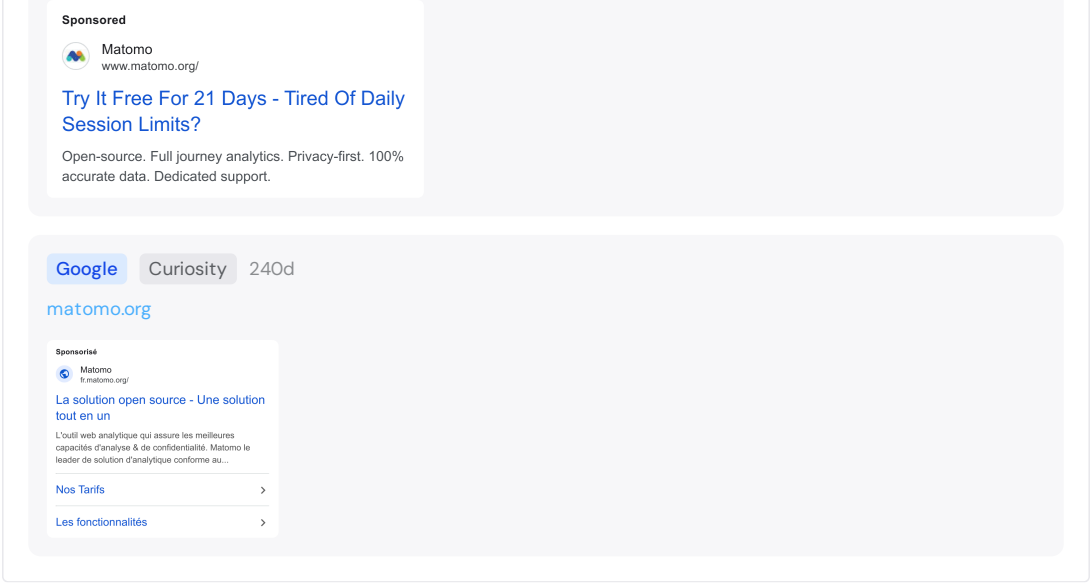


Google Pain Point 263d

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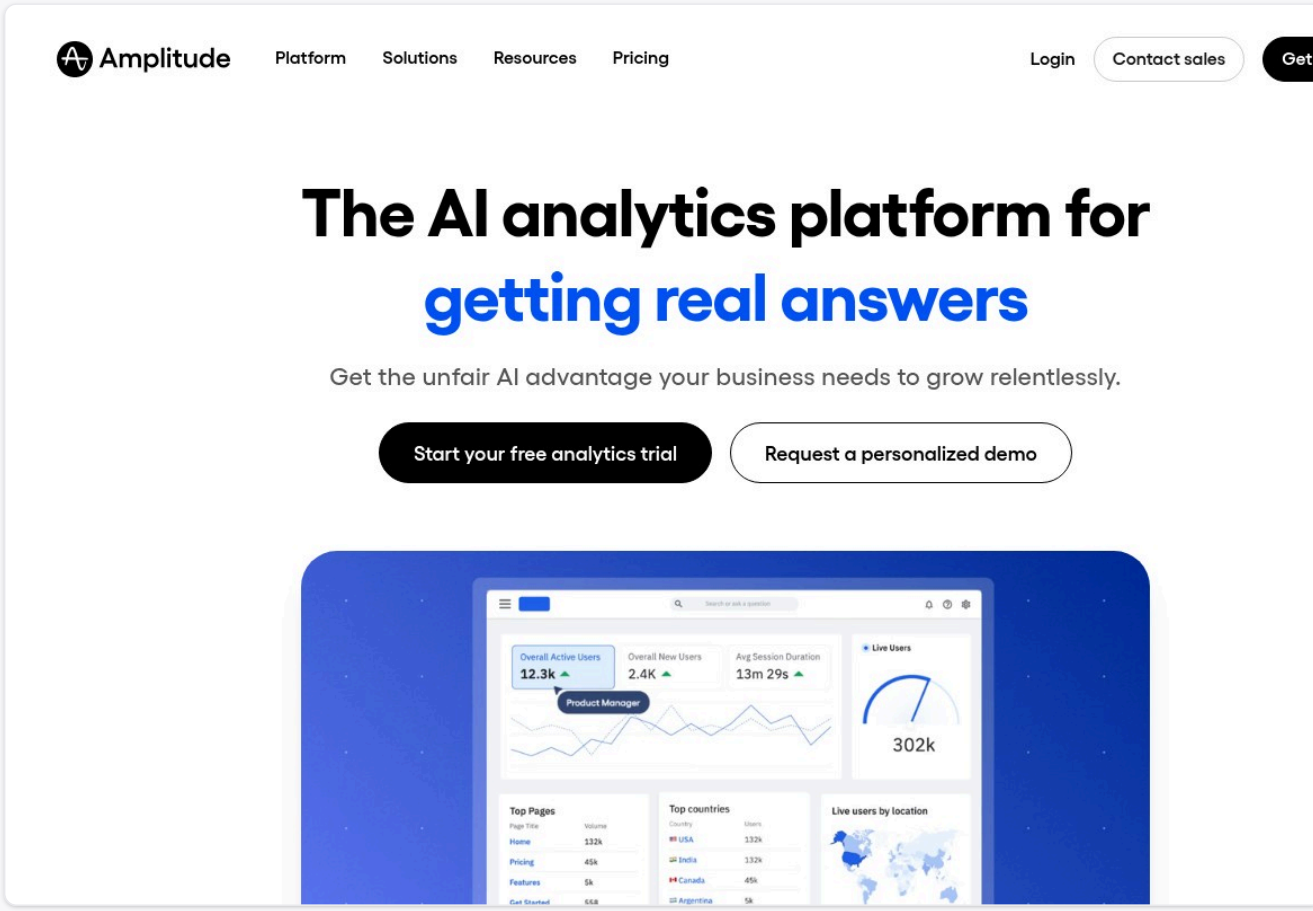
How to use: Study competitor ad copy and messaging angles. Note which headlines and body text patterns appear across multiple competitors. These are proven hooks. Check the included swipe file for full ad copy.

Ad Landing Pages

Top-performing landing pages from competitors of posthog.com. Analyze their conversion angles, CTAs, and offers.

12 Landing pages analyzed
Top 3 landing pages per competitor, selected from longest-running ads.

Amplitude 1 landing page



https://amplitude.com

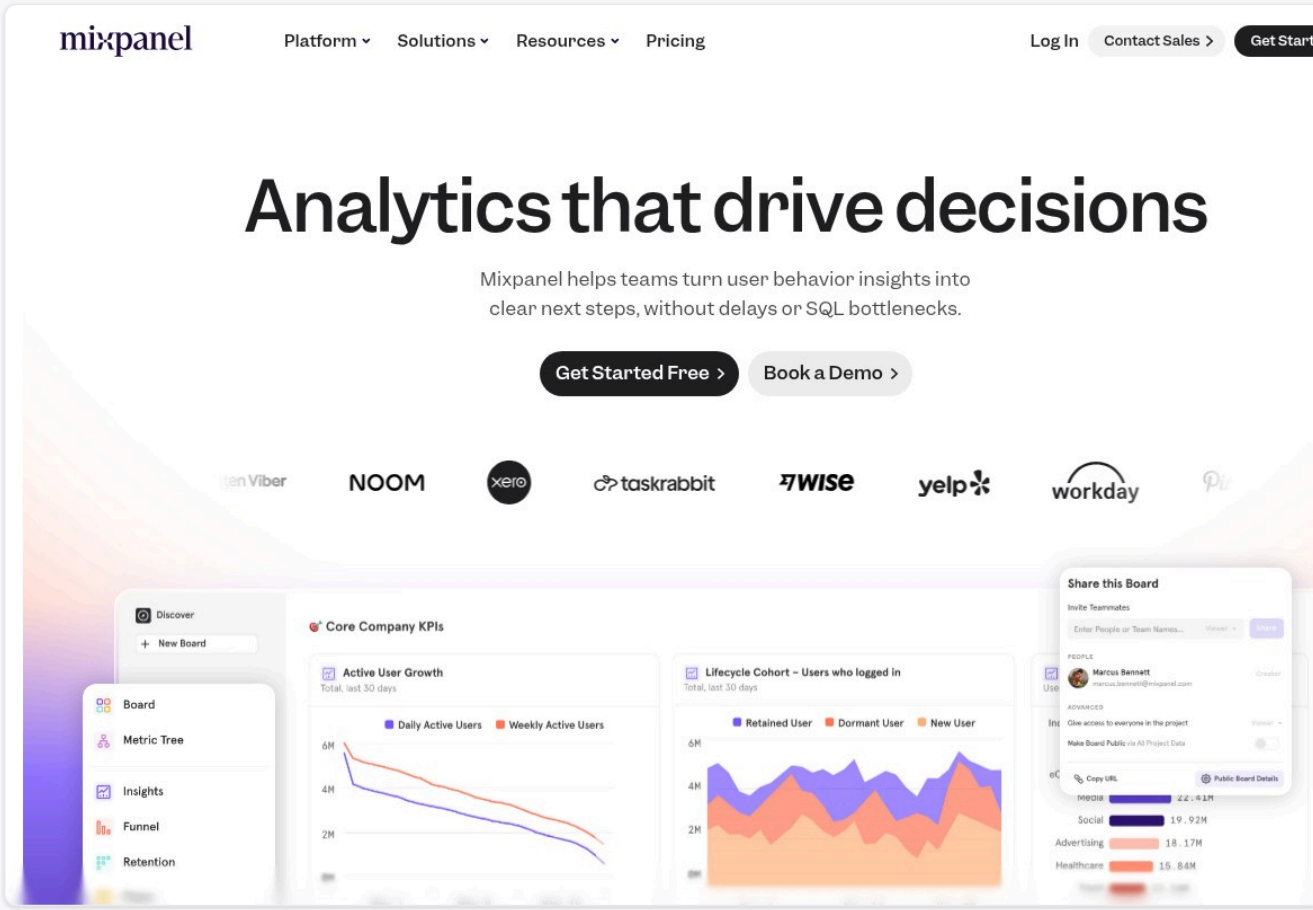
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https://mixpanel.com

Google · 968 days running

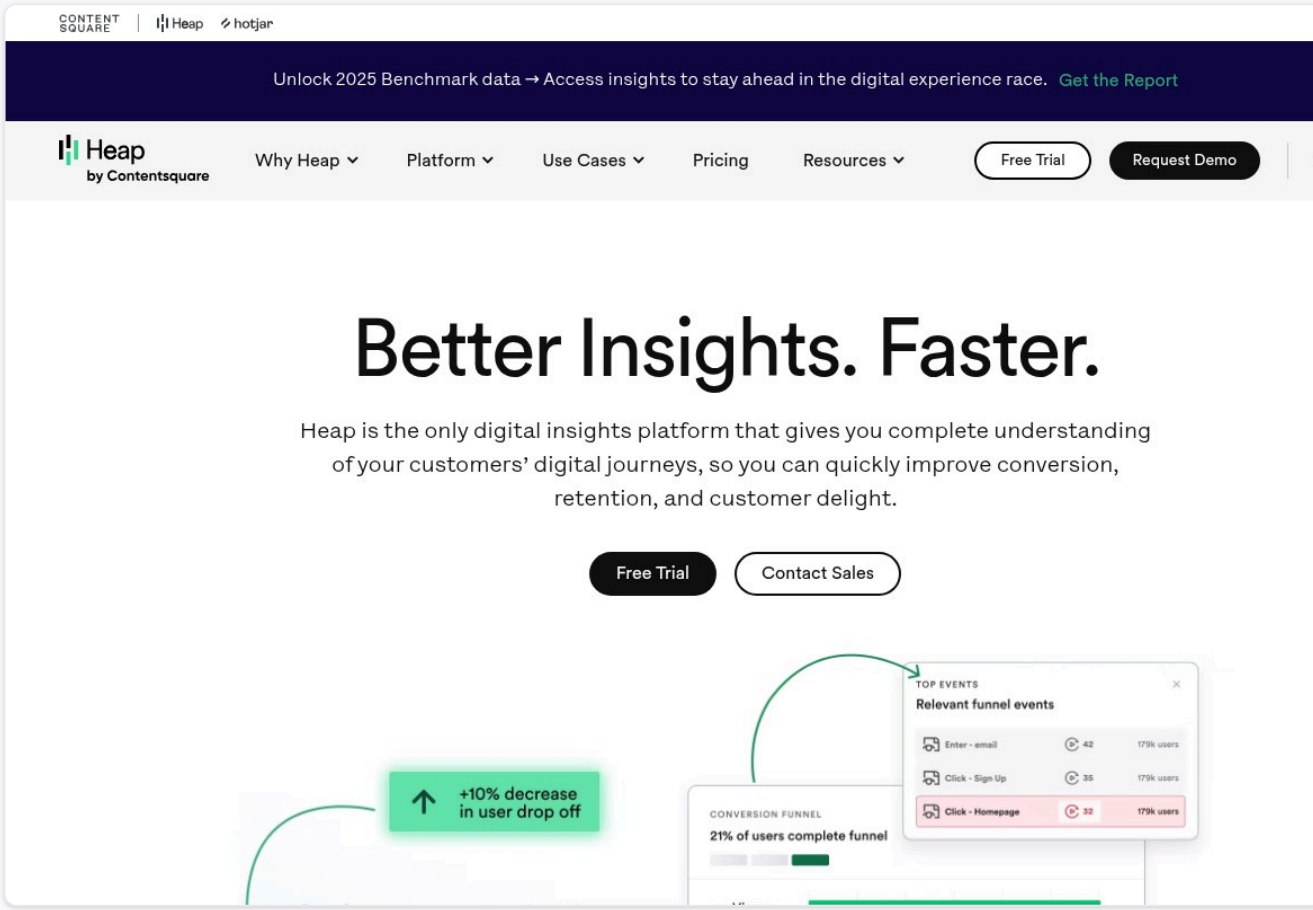
Angle	CTA	Offer
Product analytics focused on turning user behavior into clear next steps “without delays or SQL bottlenecks,” with a unified view of engagement, conversion, and retention.	"Get Started Free "	Get Started Free

https://mixpanel.com/product/analytics

Google · 752 days running

Angle	CTA	Offer
Product analytics focused on turning user behavior into clear next steps “without delays or SQL bottlenecks,” with a unified view of engagement, conversion, and retention.	"Get Started Free "	Get Started Free

Heap 1 landing page



https://heap.io

Google · 1209 days running

Angle

A digital insights platform promising faster, better insights by giving "complete understanding" of customers' digital journeys to quickly improve conversion, retention, and customer delight.

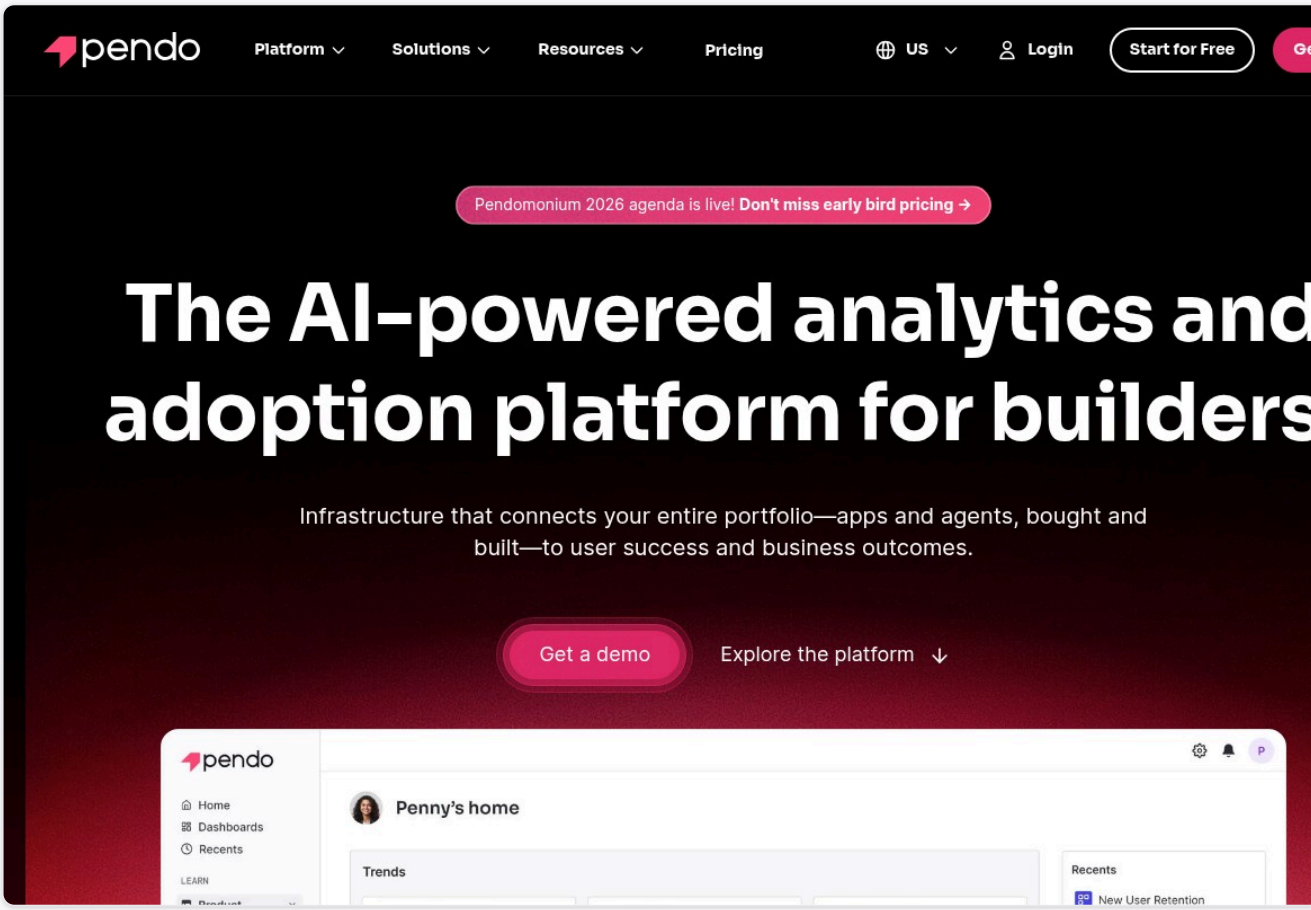
CTA

"Free Trial "

Offer

Free Trial

Pendo 2 landing pages



https://go.pendo.io

Google · 1090 days running

Angle

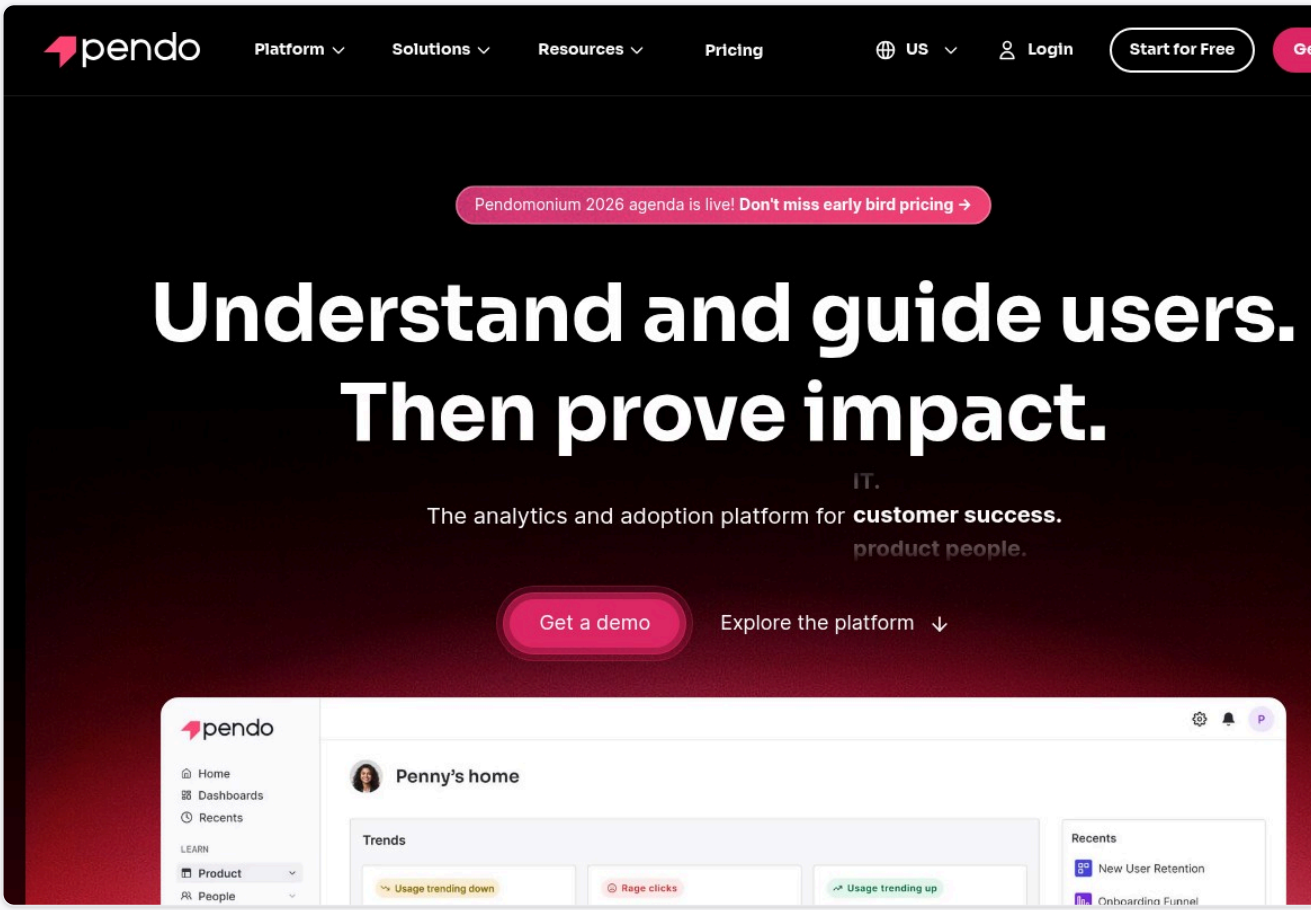
A product experience + analytics/adoption platform: understand and guide users (across apps/agents) and prove business impact with product analytics, agent analytics, guides, session replay, and more.

CTA

"Get a demo "

Offer

Pendomonium 2026 early bird



https://pendo.io

Google · 657 days running

Angle

A product experience + analytics/adoption platform: understand and guide users (across apps/agents) and prove business impact with product analytics, agent analytics, guides, session replay, and more.

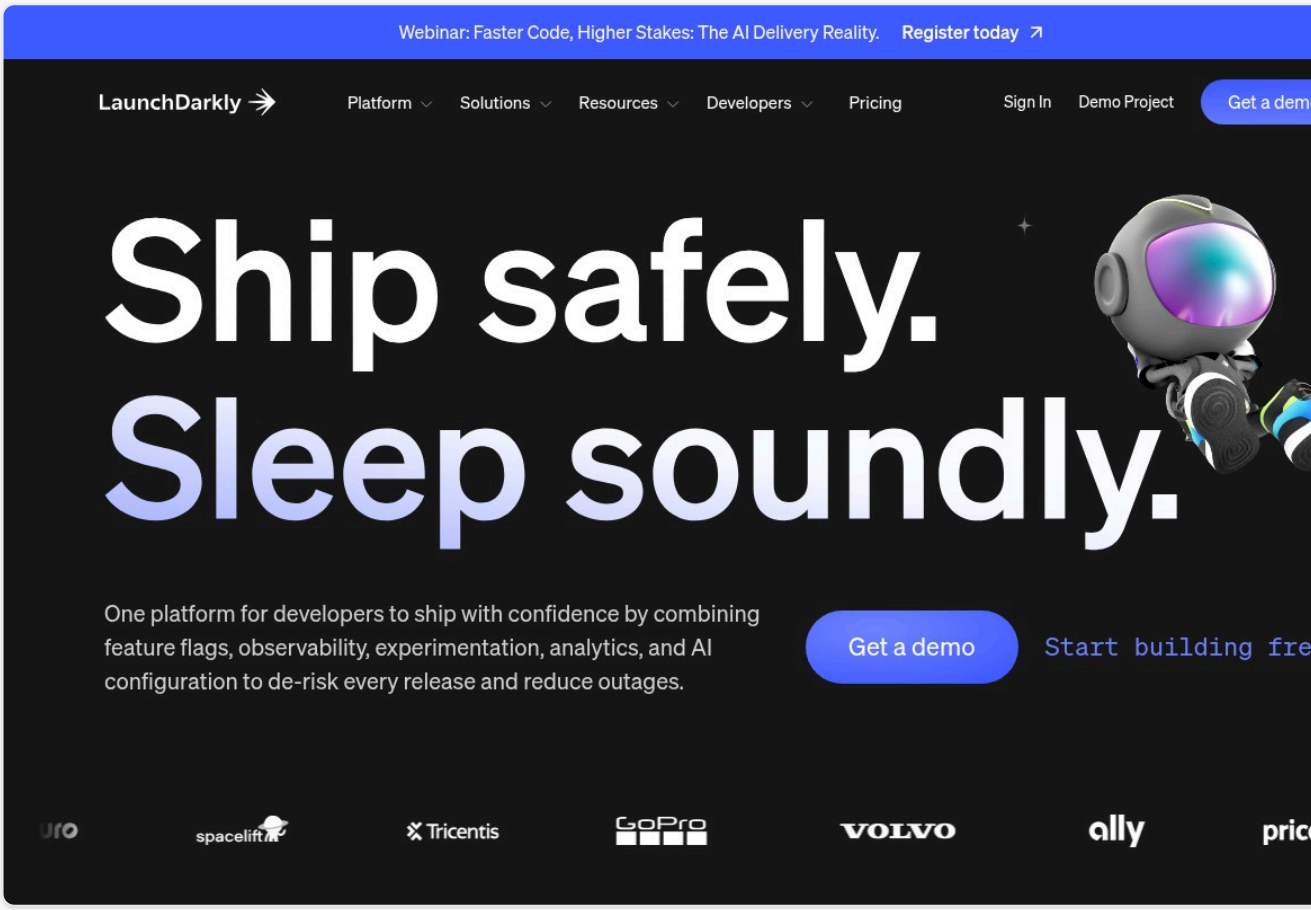
CTA

"Get a demo "

Offer

Pendomonium 2026 early bird

LaunchDarkly 1 landing page



https://launchdarkly.com

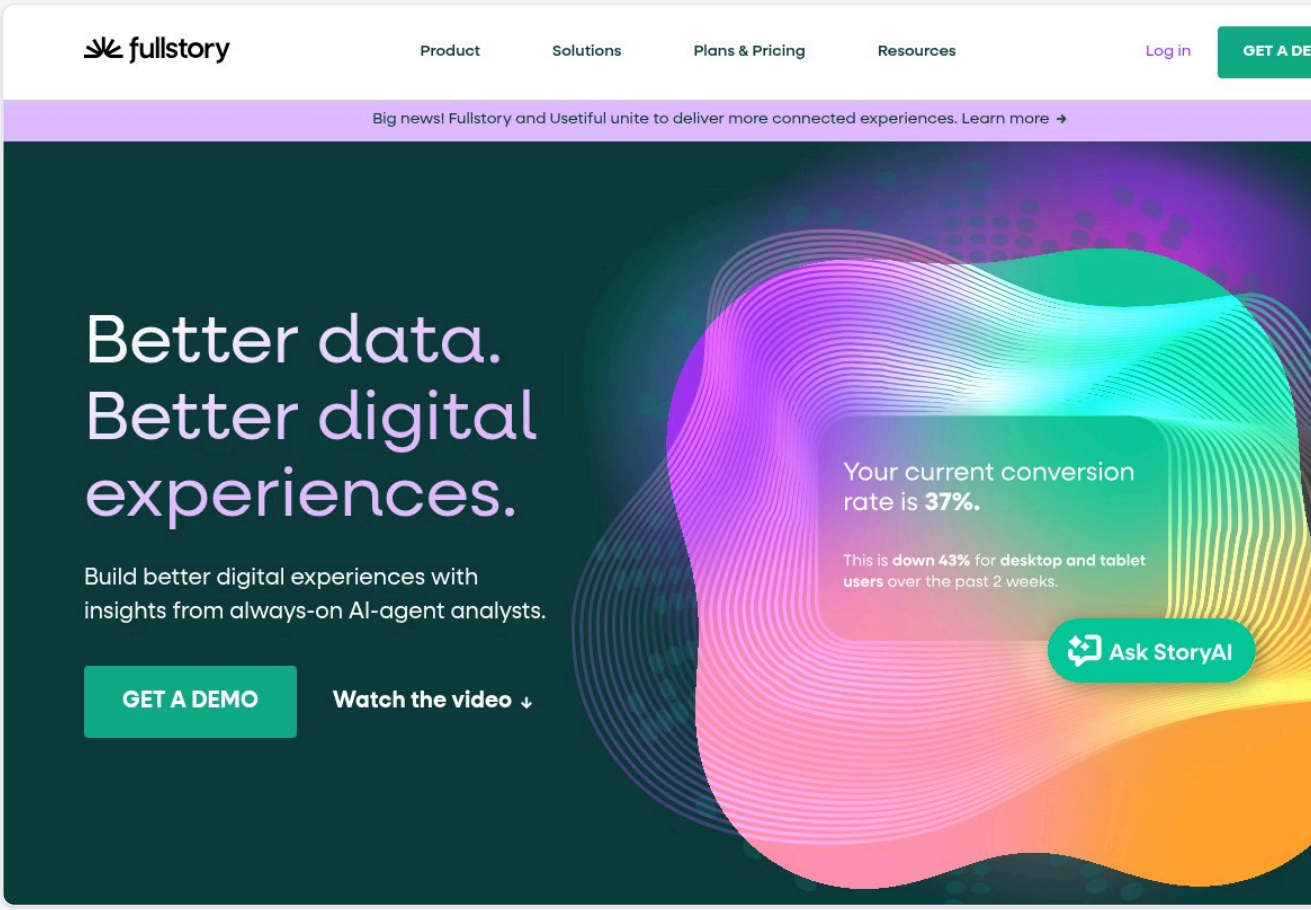
Google · 1490 days running

Angle
A developer-focused platform to "ship with confidence" by combining feature flags with observability, experimentation, analytics, and AI configuration to reduce release risk and outages.

CTA
"Start building free "

Offer
Start building free / Start free tr

FullStory 2 landing pages



https://fullstory.com

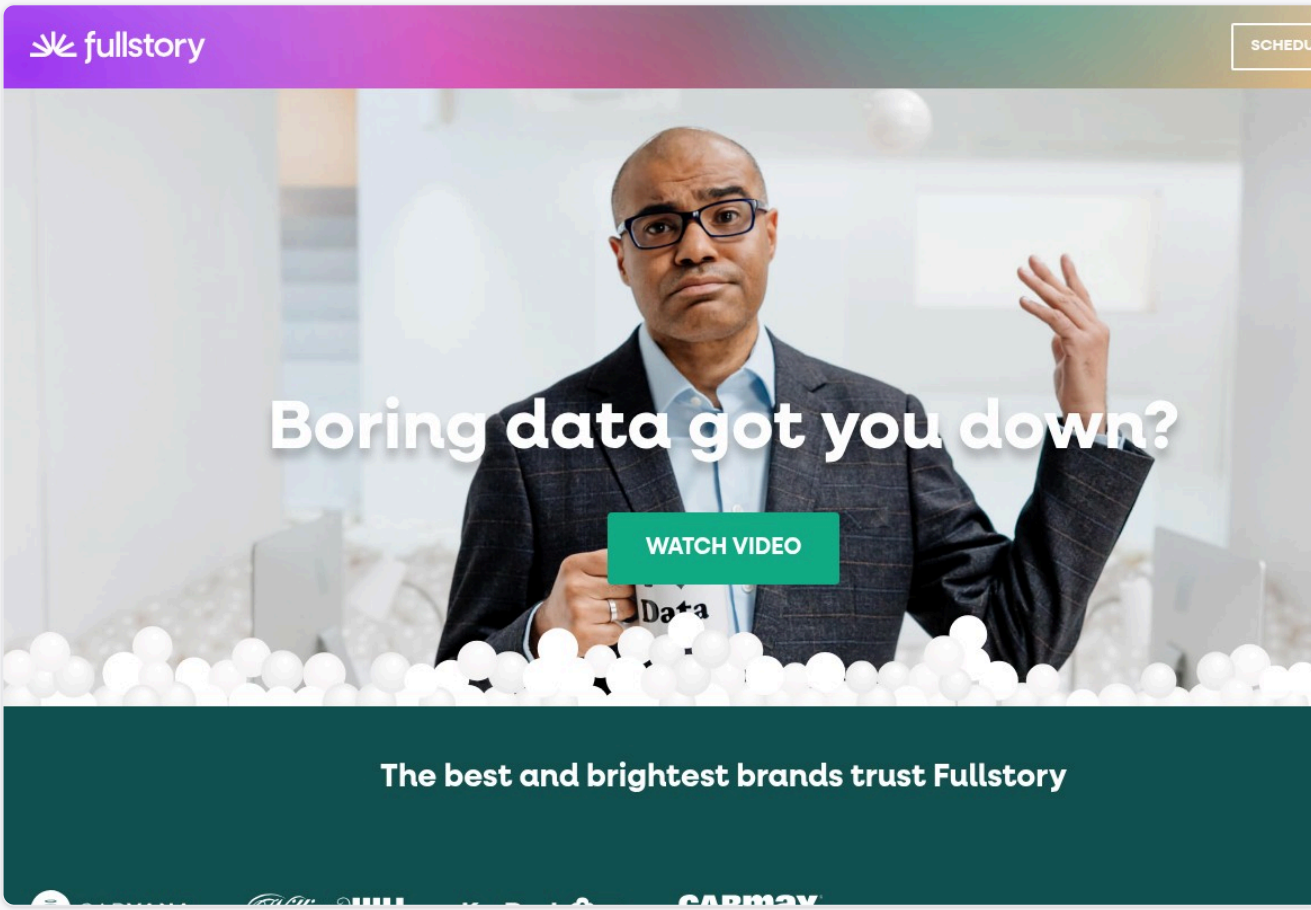
Google · 537 days running

Angle

A behavioral data & digital analytics platform promising “better digital experiences” using always-on AI-agent analysts (StoryAI) backed by Fullcapture behavioral data.

CTA

"Get a demo "



https://www.fullstory.com/color?utm_source=google&utm_medium=display&utm_campaign=GDN-2024-Brand-Awareness&utm_c

Google · 449 days running

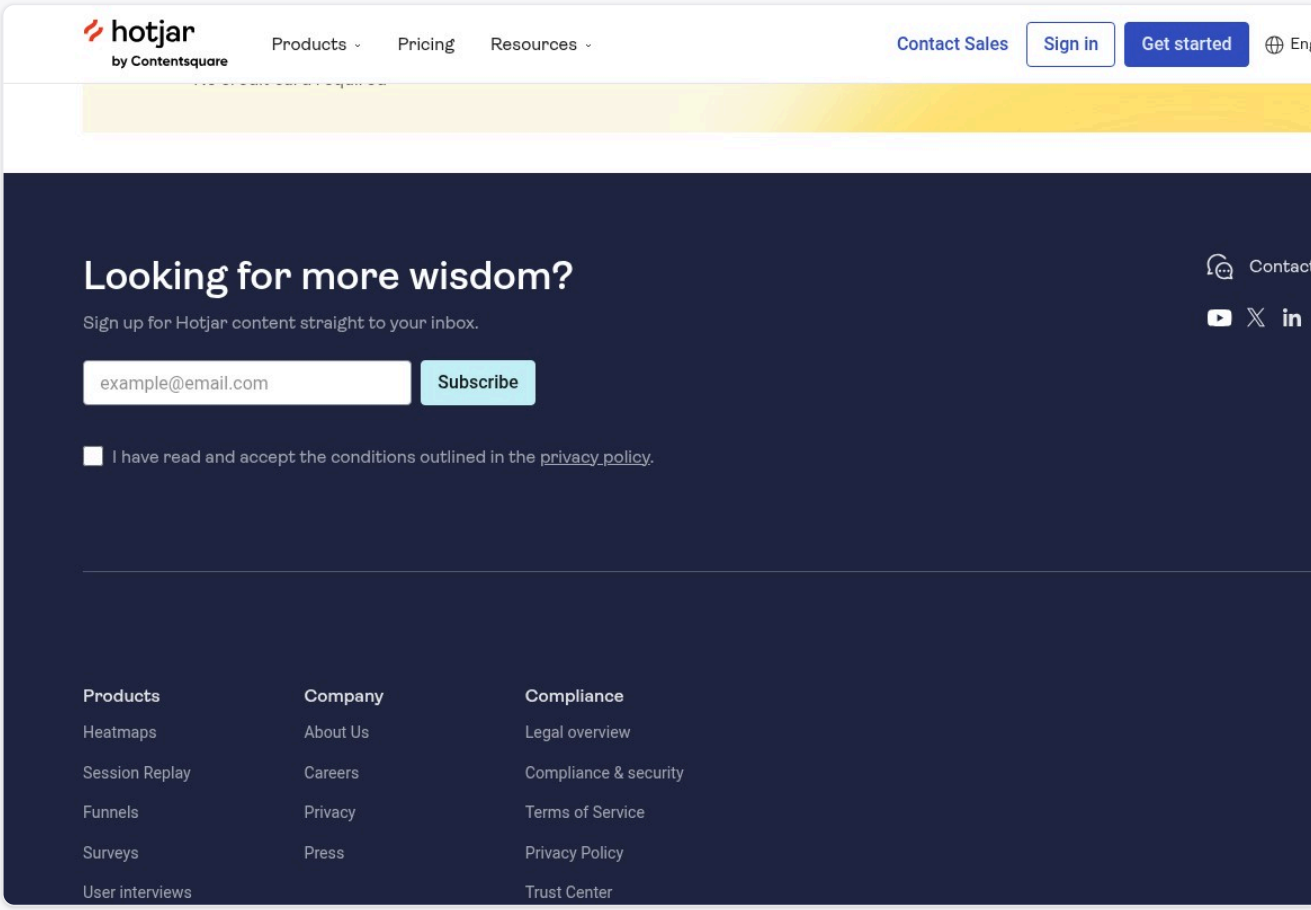
Angle

A behavioral data & digital analytics platform promising “better digital experiences” using always-on AI-agent analysts (StoryAI) backed by Fullcapture behavioral data.

CTA

"Get a demo "

Hotjar 1 landing page



https://hotjar.com

Google · 701 days running

Angle

Website behavior analytics positioned as a connected toolkit (heatmaps, session replay, funnels, surveys, user tests) to quickly go from insight to impact; notes Hotjar is now part of Contentsquare.

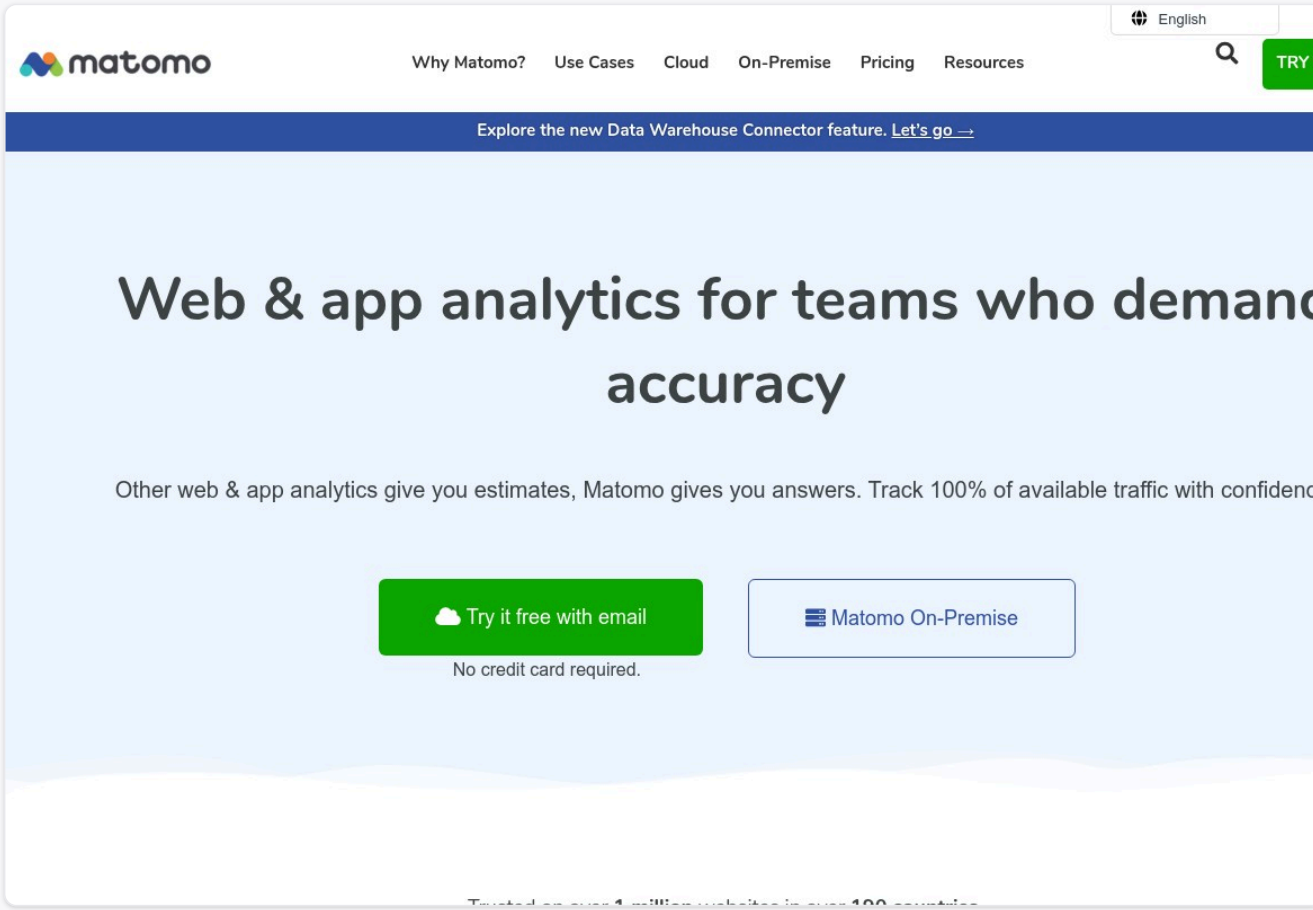
CTA

"Get started free "

Offer

Get started free (No credit card

Matomo 2 landing pages



https://matomo.org

Google · 366 days running

Angle

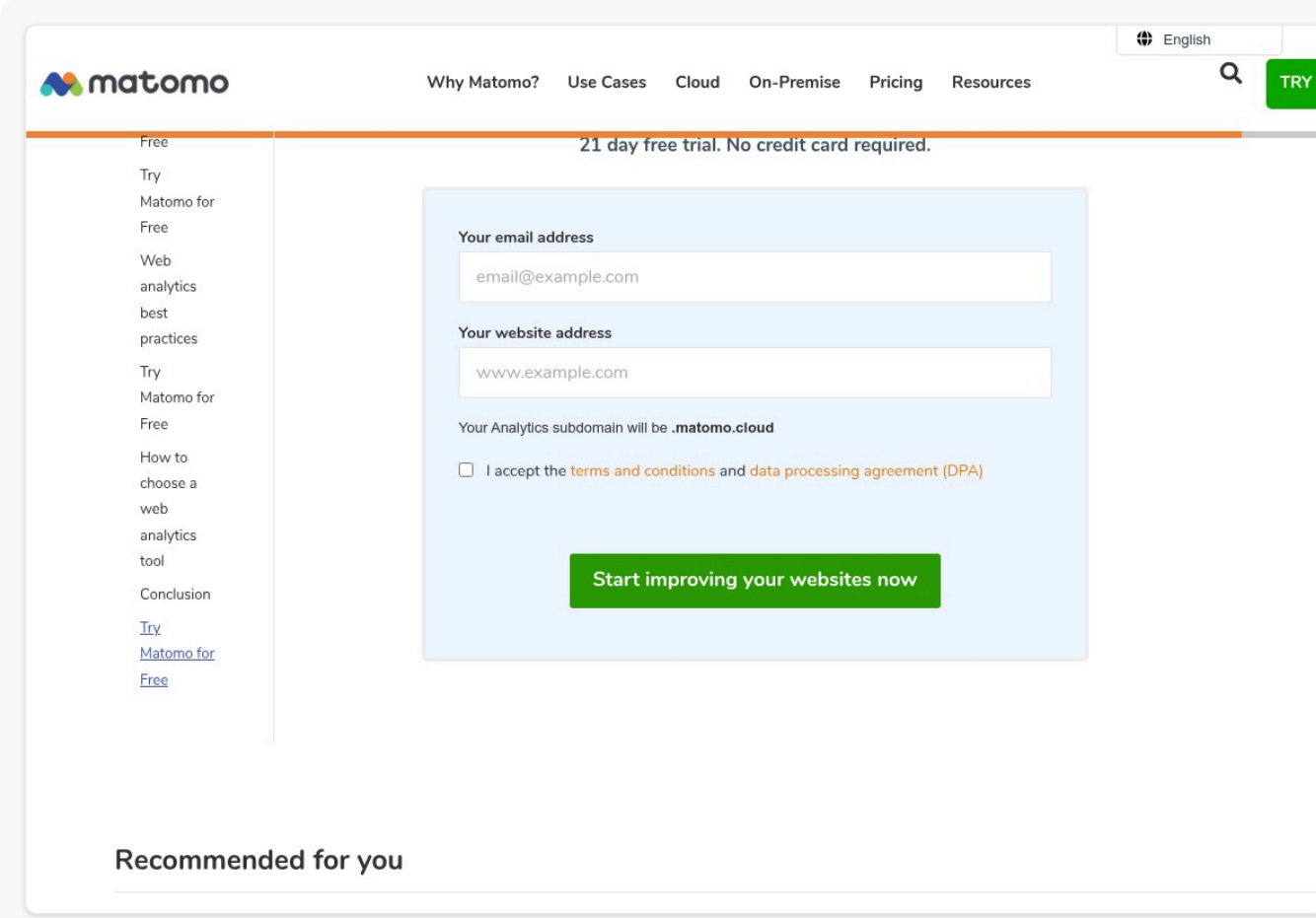
A privacy-first Google Analytics alternative emphasizing accuracy (no sampling) and full data ownership/control for web & app analytics.

CTA

"TRY IT FOR FREE "

Offer

21-day free Cloud trial (No cred
required)



https://matomo.org/web-analytics

Google · 366 days running

Angle

A privacy-first Google Analytics alternative emphasizing accuracy (no sampling) and full data ownership/control for web & app analytics.

CTA

"TRY IT FOR FREE "

Offer

21-day free Cloud trial (No cred required)

How to use: Study competitor landing page angles and CTAs. Note which offers they use to convert ad traffic. Use these insights to improve your own landing pages and ad-to-page alignment.

Social Footprint

Social media presence and community platforms for competitors of posthog.com. Benchmark their follower counts and community investment.

FOLLOWER COUNT COMPARISON



Amplitude

@Amplitude_HQ

LinkedIn

YouTube

Communities

Forum Slack

Mixpanel

@mixpanel

LinkedIn

YouTube

11.0K subscribers

Communities

Forum

Heap

Twitter/X

LinkedIn

YouTube

935 subscribers

Communities

Forum

Pendo

@pendoio

LinkedIn

YouTube

Communities

Forum Forum Slack Reddit

LaunchDarkly

@launchdarkly

LinkedIn

37.6K followers

YouTube

Communities

Discord

FullStory

@fullstory

LinkedIn

YouTube

Communities

Forum

Plausible Analytics

@PlausibleHQ

LinkedIn

YouTube

Communities

Forum

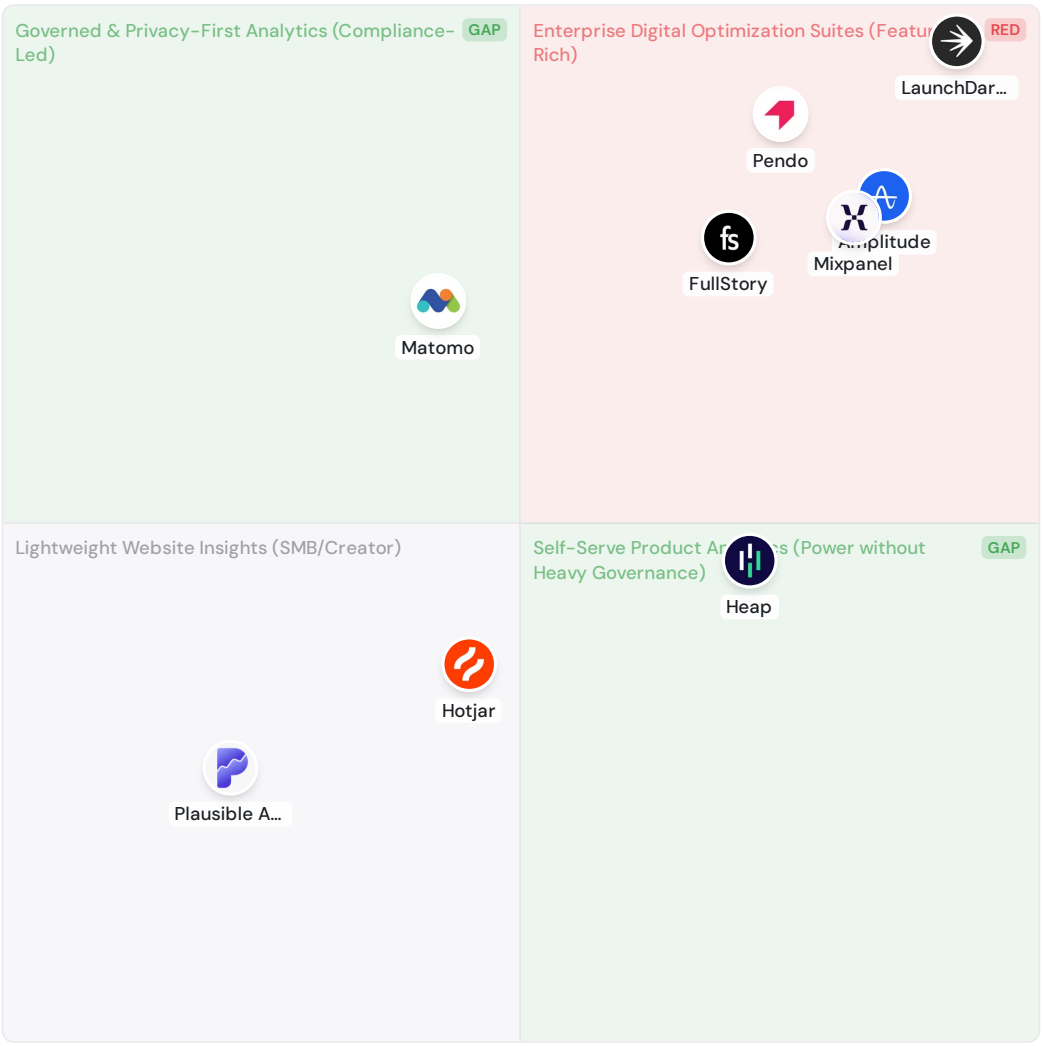
How to use: Compare competitor follower counts to benchmark your own growth. Note which community platforms they invest in. Consider building presence on channels where competitors are succeeding.

2×2 Competitor Map

Strategic positioning map for competitors of posthog.com. Visualize where competitors fall on key strategic dimensions.

9 **Competitors mapped**

Positioned by product analytics & experimentation depth (low → high) vs enterprise readiness & governance (low → high).



← Product analytics & experimentation depth (low → high) →

INTERPRETATION

Top-right is a red-ocean cluster (Amplitude/Mixpanel/Pendo/LaunchDarkly/FullStory) competing on overlapping enterprise analytics/optimization capabilities. Whitespace sits in bottom-right (powerful self-serve product analytics with simpler governance) and top-left (enterprise-grade, privacy-first analytics positioned primarily on compliance/ownership). Consider differentiating via a clear wedge (e.g., privacy/data control, dev-first workflows, or a narrower use-case) rather than “all-in-one” enterprise parity.

Amplitude

X: 85 Y: 80 Top Right

Mixpanel

X: 82 Y: 78 Top Right

Heap

Pendo

X: 72 Y: 45 Bottom Right

X: 75 Y: 88 Top Right

LaunchDarkly

X: 92 Y: 95 Top Right

FullStory

X: 70 Y: 76 Top Right

Hotjar

X: 45 Y: 35 Bottom Left

Matomo

X: 42 Y: 70 Top Left

Plausible Analytics

X: 22 Y: 25 Bottom Left

How to use: Identify which quadrant your product falls into. Look for underserved quadrants with few competitors. Consider positioning strategies that move you toward less crowded, high-value positions.

Top Opportunities

Your next steps based on competitive insights for posthog.com

- Position in "Governed & Privacy-First Analytics (Compliance-Led)" — 2 whitespace quadrants vs 1 crowded — Page 21
- Exploit feature gap: "SQL / query language" — only 1/9 competitors have it — Page 17
- Price at ~$858/mo — gap between $49 and $1666.67 — Page 6
- Use sales ammo: "It took a long time to load." — Amplitude — Page 13
- Test messaging angle: "curiosity" — used in 48% of ads — Page 18
- Swipe landing page angle from LaunchDarkly: "A developer-focused platform to “ship with confidence” by combining feature flags with observability, experimentation, analytics, and AI configuration to reduce release risk and outages. " — Page 19
- Target keyword: "causation vs correlation" — 6,300 monthly searches, low difficulty — Page 10

How to prioritize

1. **Quick wins first** — keyword gaps and feature gaps you can address this week
2. **Messaging next** — update your landing page angles and sales talk tracks
3. **Strategic moves last** — pricing changes and positioning shifts require more planning

How to use: These are the top opportunities surfaced from the report. Click page references to dive deeper into the data behind each recommendation.