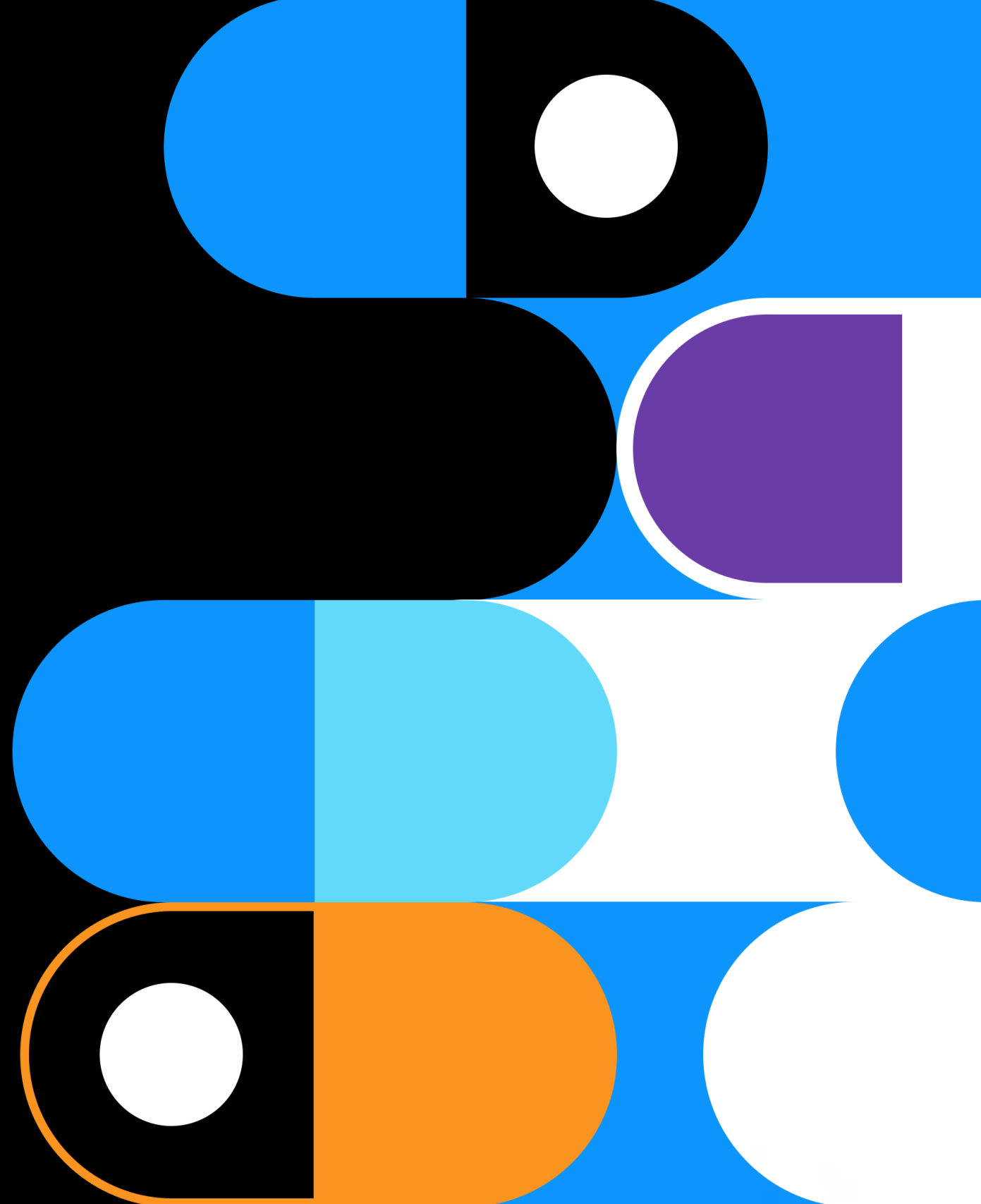




The comparison of 9 HIPAA-compliant web analytics platforms



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Selecting the right analytics platform is especially complex for HIPAA-covered organizations. To address this, we developed our comparison of web and app analytics vendors specifically for healthcare organizations and teams that must ensure compliance with HIPAA's data privacy and security requirements. This resource is designed to help you identify analytics solutions that not only meet your business objectives but also support the safe handling of protected health information (PHI) and

align with HIPAA regulations. We hope this whitepaper assists you in making an informed, compliant choice for your analytics needs.

Review the main features and differences between nine popular analytics platforms: Piwik PRO, Freshpaint, Matomo, Mixpanel, Amplitude, Heap, Tealium, Adobe Customer Journey Analytics and Piano Analytics.

General overview

HIPAA-compliant features

Piwik PRO	Freshpaint	Matomo	Mixpanel	Amplitude	Heap	Tealium	Adobe CJA	Piano Analytics
Ability to sign and customize a BAA	Ability to sign a BAA	No BAA option - choose the self-hosted version and configure it properly to comply with HIPAA	Ability to sign a BAA	Ability to sign a BAA	Ability to sign a BAA	Ability to sign a BAA	Ability to sign a BAA	Ability to sign a BAA
Full data control	Full data control		HIPAA-ready plans with strong security and data governance features	Multi-factor authentication (MFA)	Hosting in SOC-2 facilities	Secure private cloud hosting	Health Shield module for PHI minimization	Full data control
Advanced data anonymization options	Advanced data anonymization options			Granular access controls	SSO	Audit and monitoring capabilities	Access controls and data use audits	Platform designed to avoid impermissible disclosures of PHI
Data encryption	Healthcare Privacy Platform for governing the flow of PHI to third-party tools	Access controls	Access controls	Data encryption	IP address/geolocation disabling	Data encryption	Identification and securing of PHI and PII fields	Data encryption
Privacy by design approach		Data encryption	Data encryption	Secure APIs and webhooks	Regular third-party audits	Automated data retention and deletion		Third-party security and privacy audits
Secure public and private cloud hosting	HIPAA Mode with destination allowlists	Full data ownership	Secure and regularly audited infrastructure	Audit logs	Audit logs	Comprehensive audit logs		
Comprehensive audit logs			Audit logs	ISO 27001, 27701, 27017 and 27018 certifications				
Server-side tagging and tracking	Secure server-side connections							
HIPAA certification as part of the SOC-2 Type II audit								

	Piwik PRO	Freshpaint	Matomo	Mixpanel	Amplitude	Heap	Tealium	Adobe CJA	Piano Analytics
Data encryption in transit and at rest	✓	✓	✓ ⓘ	✓	✓	✓	✓	✓	✓
Access controls	✓	✓	✓	✓	✓	✓	✓	✓	✓
Audit logs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Options for server-side tagging available	✓	✓	✓	✓	✓	✓	✓	✓	✓
HIPAA compliance assessment extending the SOC-2 Type II audit	✓	✗	✗	✗	✗	✗	✗	✗	✗
Cloud hosting	✓ US data center available	✓	✓	✓	✓	✓	✓	✓	✓
Private cloud hosting	✓	✗	✗	✓	✗	✗	✓	✗	✓
Data anonymization methods	✓	✓	✗ US data center available	✓	✓	✓	✓	✓	✓
IP anonymization	✓ advanced IP masking	✓	✓	✓	✗ Possibility to not track IP address	✗ Possibility to not track IP address	✓	✓	✓

	Piwik PRO	Freshpaint	Matomo	Mixpanel	Amplitude	Heap	Tealium	Adobe CJA	Piano Analytics
Linking personal & anonymous visitor data in a session based on consent	✓	✓	✓	✓	✓	✓	✓	✓	✓
Data backups and redundancy	✓	✓	✗	✗	✗	✗	✓	✓	✓
ISO 27001 certified organization	✓	✗	✗	✓	✓	✓	✓	✓	✓
SOC 2 certified organization	✓ ⓘ	✗	✗	✓	✓	✓	✓	✓	✗
GDPR compliance	✓	✓	✓	✓	✓	✓	✓	✓	✓
CCPA & CPRA compliance	✓	✓	✓	✓	✓	✓	✓	✓	✓
PIPEDA compliance	✓	✗	✗	✗	✗	✗	✓	✓	✓
Integrated consent manager	✓	✓ ⓘ	✗	✗	✗	✗	✓	✓	✗

Data collection flexibility

	Piwik PRO	Freshpaint	Matomo	Mixpanel	Amplitude	Heap	Tealium	Adobe CJA	Piano Analytics
Standard JavaScript tags and mobile SDKs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Data freshness	10 seconds	?	15 minutes - 1 hour	A few seconds	A few seconds	A few seconds	Less than 200 milliseconds	90 minutes	1-2 minutes
Data retention	25 months or more, depending on the configuration and contract	12 months	6-24 months	Event data is stored for 60 months, user data is stored indefinitely	Unlimited ⓘ	12 months or more available as an add-on	13 months or 30 days by default, depending on the service, configurable	Typically 13+ months, depending on the contract	Standard 25 months, extendable
Custom variables	✓	✓	✗	✓ ⓘ	✓	✓	✓ ⓘ	✓	✓ ⓘ
Custom dimensions	✓	✓ ⓘ	✓	✓ ⓘ	✓	✓	✓	✓	✓
Number of websites	Unlimited	10 in Enterprise, 2 in Compliance	Unlimited/30	Unlimited	200	Unlimited	Unlimited	Unlimited	Unlimited
Custom domain	✓	✓	✓	✗	✗	✗	✓ ⓘ	✓ ⓘ	✓

Data processing and connectivity

	Piwik PRO	Freshpaint	Matomo	Mixpanel	Amplitude	Heap	Tealium	Adobe CJA	Piano Analytics
Unsampled data	✓ ⓘ	✗	✓ ⓘ	✓	✓	✓	✓	✓	✓
Raw data access	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reporting API	✓	✓	✓	✓	✓	✓	✓	✓	✓
Easy integrations with BI and data visualization software	✓	✓ ⓘ	✗ ⓘ	✗	✓	✗	✓	✓	✓
Integrated customer data platform (CDP)	✓	✓ ⓘ	✗	✗	✗	✗	✓	✓	✓ ⓘ
Integrated tag manager	✓	✓ ⓘ	✓	✗	✗	✗	✓	✗ ⓘ	✗
Google Tag Manager (client-side and server-side) integration	✓	✓	✗ ⓘ	✗ ⓘ	✗ ⓘ	✗ ⓘ	✓	✗ ⓘ	✗ ⓘ

Reporting features

	Piwik PRO	Freshpaint	Matomo	Mixpanel	Amplitude	Heap	Tealium	Adobe CJA	Piano Analytics
Standard reporting for web and mobile apps	✓	✓	✓	✓	✓	✓	✗ ⓘ	✓	✓
Custom reports	✓	✗	✓	✗	✗	✓	✗ ⓘ	✓	✓
Customizable dashboards	✓	✗	✓	✓	✓	✓	✓	✓	✓
User-level reporting	✓	✓	✓	✓	✓	✓	✓	✓	✓
Multi-channel attribution reports	✓	✓	✓	✓	✓	✓	✓	✓	✓
Advanced product analytics	✓	✓	✗ Only basic product analytics	✓	✓	✓	✗ Limited native product analytics, relies on integrations	✓ Via Adobe Experience Platform	✓
Funnel analytics	✓	✓	✓	✓	✓	✓	✓ Via integrations and custom setup	✓	✓

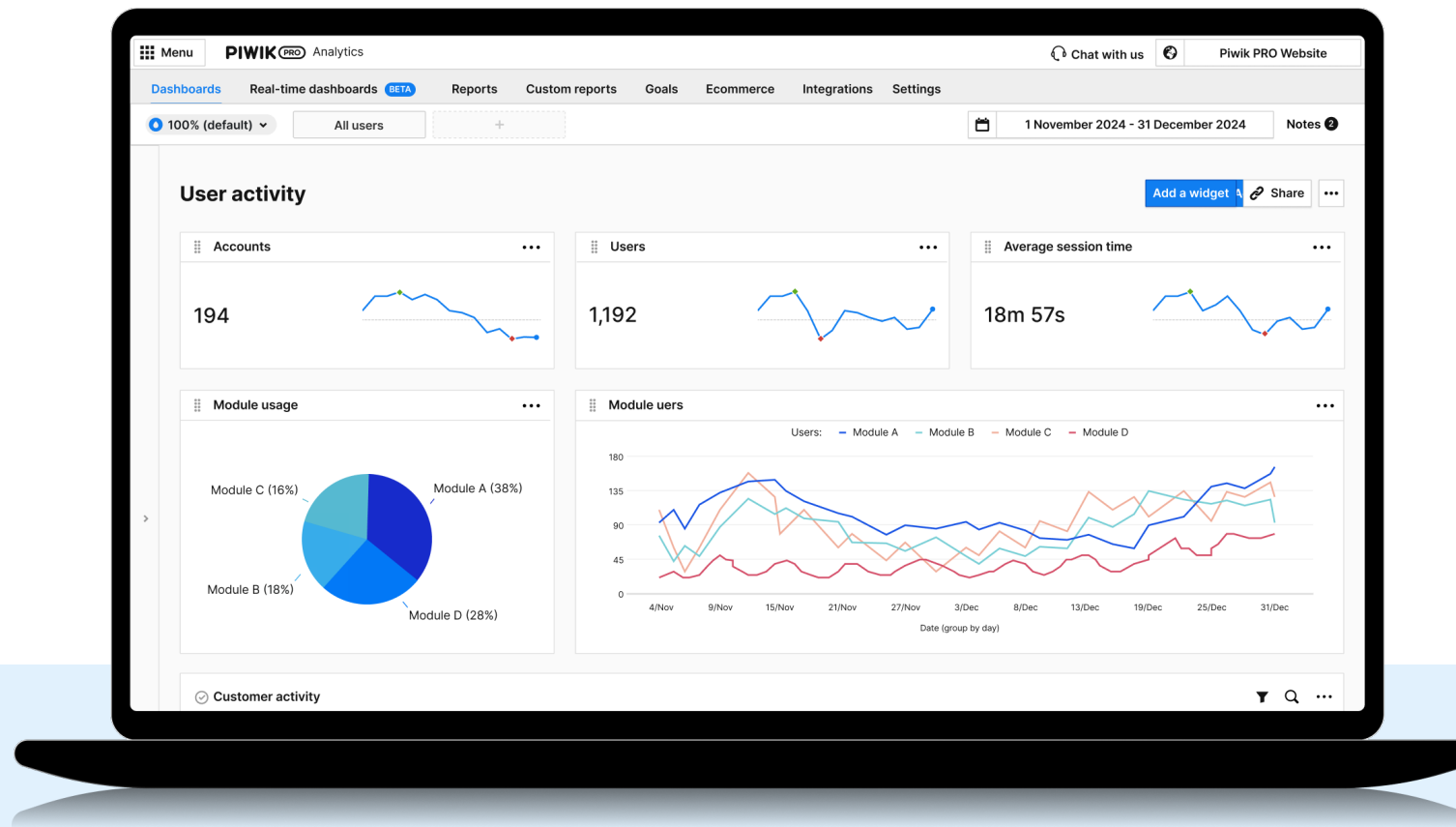
	Piwik PRO	Freshpaint	Matomo	Mixpanel	Amplitude	Heap	Tealium	Adobe CJA	Piano Analytics
User flow report	✓	✓	✓	✓	✓	✓	✓ Possible via integrations	✓	✓
Detailed session log	✓	✓ Possible via integrations	✓	N/A	✓	N/A	✗	✓	✓
Clickpaths and journey mapping	✓	✓ Possible via integrations	✓	✓	✓	✓	✓ Through Audience-Stream and integrations	✓	✓
Event tracking	✓	✓	✓ Requires manual setup	✓	✓	✓	✓	✓	✓
Goal tracking	✓	✓	✓	✓	✓	✓	✓	✓	✓
Content tracking	✓	✓	✓	✗	✗	✓	✓	✓	✓
Custom channel grouping	✓	✗	✗	✗	✓	N/A	✗	✓	✓
Calculated metrics	✓	✗	✗	✓	✓	N/A	✓	✓ In Analysis Workspace	✓

	Piwik PRO	Freshpaint	Matomo	Mixpanel	Amplitude	Heap	Tealium	Adobe CJA	Piano Analytics
Report scheduling and distribution	✓	✗	✓	✓	✓	✓	✗ Limited native scheduling	✓	✓
Automatic insights	✗	✗	✗	✓	✓	✗	✓	✓	✓
Sharing reports and dashboards with your team	✓	✓ In Analysis Workspace	✓	✓	✓	✓	✓	✓	✓
Real-time data	✓	✓	✓	✓	✓	✓	✓	✓	✓

Support and customer care

	Piwik PRO	Freshpaint	Matomo	Mixpanel	Amplitude	Heap	Tealium	Adobe CJA	Piano Analytics
Self-service help center	✓	✓	✓	✓	✓	✓	✓	✓	✓
Community forum	✓	✗	✓	✓	✓	✗	✓	✓	✗
Email support	✓	✓	✓	✓	✓	✓	✓	✓	✓
Personalized implementation and onboarding	✓	✓	✗	Available as add-on	✓	✓	✓	✓	✓
Dedicated support specialist	✓	✗	✗	✓	✗	✓	✓	✓	✓

This comparison is based on publicly available information gathered in May 2025.



HIPAA-compliant analytics with Piwik PRO

Learn how our platform can support you in providing better patient experiences while maintaining HIPAA compliance.

[Request a demo](#)

About Piwik PRO

Piwik PRO Analytics Suite is a digital analytics and data activation platform that helps businesses collect, analyze, and put user data into action. It provides access to actionable insights that can be used to improve marketing performance, optimize ad budgets, and increase customer retention. The platform offers

flexible hosting options along with high privacy and security standards. Piwik PRO supports healthcare organizations, such as Columbia University, Boston Medical and Shepherd Center, in making better marketing decisions while maintaining compliance with HIPAA.

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