

**What are the key advantages of etracker Analytics compared to Matomo Analytics?**

Since EU supervisory authorities have declared the use of Google Analytics illegal, many companies and organisations have been looking for a GDPR-compliant alternative. In the process, one or the other comes across Matomo Analytics, an open-source software that is classified by supervisory authorities as more data protection-friendly than Google Analytics. But is Matomo Analytics also more data protection-friendly and more user-friendly than etracker Analytics? Let's compare five crucial points for modern web analysis:

## 1. DATA PROTECTION BY CONTRACT WITHOUT OBLIGATION OF CONSENT

The classification as data protection-friendly is often based on the possibility of local installation, which can prevent the problematic aggregation of usage data across provider boundaries. But is an on premise solution fundamentally more data protection-friendly than cloud solutions? No. Cross-website profiling and data transfer to third parties can be ruled out just as much with software-as-a-service providers such as etracker and can be securitised by means of a data processing agreement. In terms of data protection compliance, Matomo Analytics therefore offers no advantages over etracker Analytics. On the contrary: since Matomo Analytics reads properties such as the screen resolution from the users' end devices via JavaScript by default, the prior consent of the users is always required. With etracker Analytics, on the other hand, no information is read from the end device as standard. Therefore, the obligation of consent according to the TTDSG does not apply.

## 2. AUDIT BY EXTERNAL AUDITORS ON A REGULAR BASIS

In principle, with regard to data protection compliance, website operators cannot rely on independent external audits for Matomo Analytics. They must rely solely on the own statements of InnoCraft Ltd. based in New Zealand. With etracker Analytics, on the other hand, there are regular [external audits such as that of ePrivacy Consult](#). Only recently, these audits once again came to the conclusion:



"[...] There are no data protection concerns about the use of the products etracker Optimiser, etracker Analytics and Signalize“

Furthermore the result of the audit reads:

“[...] Based on our detailed audit, we consider it justified to use the legal basis of Art. 6 (1) f) GDPR (legitimate interest) to justify the data processing of **etracker Analytics and etracker Optimiser**, also with regard to the DSK paper from December 2021 and the ECJ ruling from 01.10.2019. **In cookie-less mode (standard mode), the use of etracker Analytics is legal according to the GDPR and TTDSG without any obligation of consent.**“

[See the result of the audit here.](#)

### 3. TRANSPARENT PRICING

The operation of Matomo itself causes not inconsiderable expenses. Above all, however, a large part of the features essential for profound web analysis are chargeable and lead to very expensive licence costs in the long run.

### 4. TOP PERFORMANCE THANKS TO CUTTING-EDGE ARCHITECTURE

The old, tabular database technology of Matomo Analytics, based on MySQL, quickly reaches its limits with high-traffic websites. etracker uses the latest Big Data technology: highly available and scalable data acceptance and secure archiving of raw data in Hbase, efficient, rule-based aggregation of data based on Apache Hadoop across multiple servers and extremely fast reporting thanks to a high-performance in-memory database.

### 5. MODERN UX AND DYNAMIC REPORTING FUNCTIONS

Due to the legacy technology, Matomo Analytics only offers simplified, rigid reporting. Analysts who conduct very broad monitoring have only little joy with it. With etracker Analytics, powerful analyses are accessible to everyone. With interactive reports, it is easy to examine visitor behaviour from all angles and uncover optimisation potential. Thanks to the interfaces, etracker data can be easily processed in BI solutions or used in marketing platforms such as Google Ads for automatic bid control. Campaign tracking and conversion upload are also possible with Matomo Analytics on paper, but in practice they prove to be unsuitable or can only be used with considerable restrictions.

## CONCLUSION

If you are looking for an advanced, price-transparent and consent-free web analysis tool, etracker Analytics is the optimal solution on the market.

You want to learn more about how you can ensure the best data quality for your marketing and analyses? We are happy to show you the advantages of etracker Analytics. [Book an appointment with one of our sales consultants.](#)

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The contents of this comparison have been carefully researched, checked and compiled to the best of our knowledge. However, no claim is made for the completeness, topicality, quality and correctness of the information.

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