



The Best Web Analytics Tool: Heap

In an independent review, Satchel calls Heap “The Best Web Analytics Tool.”

“Without using an event-based analytics tool, which tracks the interactions your users have with your product, you won’t know how your users are using your product. This is arguably just as important as actually building out the product.”

“Event-based analytics are one of the best sources of new product insights and inspiration and are a fantastic way to understand how your users are using your product.”

“Our priority is to remain unbiased and reliable. We have no financial relationship with any of the products that we write about. We operate free of influence from any external organization or company.”

satchel

Satchel is an independent SaaS review site.



What sets Heap apart from competitors?



“The Primary Differentiator: Autocapture”

“Heap’s primary differentiator is that it automatically tracks every interaction on your website without requiring you to instrument each event, i.e without needing you to write code defining which interactions to send.”

“This also enables you to save engineering time because you no longer have to change tracking code while changing and improving your product (you only have to update events at the time you want to perform analysis vs. keeping them updated on every code release), and also prevents the availability of up-to-date data from being bottlenecked by engineering.”

In its independent, unbiased review of analytics tools, Satchel finds Heap the best platform for SaaS startups. We’re thrilled, and encourage you to do more research yourself.

To read the Satchel review, visit: satchel.com/web-analytics.



“Non-Technical User Friendliness”

“It’s easy for a non-technical user to use Heap’s selectors on its dashboard and analyze a newly-released feature.”
 “Without writing tracking code for every feature, any team member, technical or not, can still ask and answer analytics questions about those features.”



Price

“The nice thing about Heap’s pricing is that once you move onto a paid plan, it generally costs less than both Mixpanel and Amplitude for an equivalent amount of users.”

To learn more about Heap, visit us at heap.io.

Heap empowers companies to focus on what matters — discovering insights and taking action — not building pipelines or manual tagging. With Heap, organizations can remove bottlenecks and gain a comprehensive view of their customers. Our software automatically collects, organizes, analyzes, and connects customer data, so businesses can create valuable experiences.