

Heap vs Mixpanel

A Complete, Reliable, and Collaborative Analytics Solution

Good products are built on a foundation of trustworthy data.

Product teams choose Heap over Mixpanel because Heap gives teams complete, flexible product data that's instantly accessible to everyone in the org.



No gaps in your data

Mixpanel's antiquated approach requires you to anticipate all of the actions users take on your site and platform, defining those events upfront. What do you get as a result? A dataset that's full of holes with an incomplete and biased view of your customer journey. Heap provides complete, historical data back to the moment of installation, along with analytics built to digest undefined events.



Uncover the “unknown unknowns” in your user experience

Mixpanel's analytics tools are calibrated to work with a finite, preselected set of events, limiting its insights to just a partial view of the user journey. Heap's analytics layer is purpose-built to digest undefined events and proactively surface the hidden opportunities that exist throughout the user journey. Only Heap can reveal breakthrough insights based on raw data analysis.



Democratize your data

In Mixpanel, PMs need to work with engineering on an individual level to implement or update tracking codes, or to answer new questions. The result is a patchwork dataset that is inconsistently named and confusing to those without tribal knowledge. Heap creates an entirely different workflow for your whole team, one that keeps data clean, complete, and easy for everybody to use.

“With Mixpanel, there's a cost built into managing tracking code, up front cost of development resources, time lost going back and forth building tracking requirements, and real mental overhead for the product team. Heap allows my entire team to be data-driven without the hassle.”

Bill Farrell

Director of Product at HelloSign

 **HELLOSIGN**

	Heap	Mixpanel
IMPLEMENTATION AND SETUP		
Easy to implement	✓	—
Access to complete historical data	✓	—
Add new behaviors without engineering (Web, iOS, Android)	✓	—
Track users across devices, platforms, channels	✓	✓
Enrich data with 3rd-party sources (A/B testing, CRM, Email)	✓	✓
Audit, verify, and modify behaviors/events	✓	—
Automatically surface event anomalies	Low volume alerting	✓
Automatically merge anonymous and identified behavior	✓	✓
Meets modern security standards	✓	✓
ANALYSIS AND ACTIVATION		
Access to data/reports in real time	✓	✓
Instantly answer new questions	✓	✓
Analyze drivers of retention	✓	✓
Granular insight into user friction	✓	✓
Account-based analysis	✓	✓
Automated ETL	✓	—
Report on user and event properties	✓	✓
Analytics build to digest raw data/undefined events	✓	—
Proactively reveal hidden insights	✓	—

TRUSTED BY

