

mixpanel

ANALYTICS FOR MARKETING TEAMS

Google Analytics Tells You **What** Mixpanel Tells You **Why**

Mixpanel's intuitive event analytics tool uncovers customer insights that Google Analytics 4 (GA4) can't. Now marketers can integrate top-of-the-funnel and bottom-of-the-funnel metrics to see what really works.



Discover How Marketers Use Mixpanel

	 mixpanel	 Google Analytics
Analyze website traffic in depth	Analyze daily website metrics, customize session definitions, and segment traffic by demographics and acquisition.	GA4 only offers time-based sessions, pre-defined metrics, and limited acquisition channels.
Measure the full value of campaigns and acquisitions	Track attribution with a first-touch, last-touch, and multi-touch viewed side-by-side. Analyze not only your web traffic and behaviors, but ultimate actions completed in-product.	GA4 limits attribution analysis to three models per project, predefined conversions and marketing dimensions (like UTM parameters). It only supports last-touch attribution models.
Explore conversion funnels and retention	Analyze multi-step conversions by user segment, time-to-conversion, funnel drop-offs, and retention trends over time with custom cohorts.	GA4 cannot effectively integrate with user segmentation, extensive funnel steps, and cohort comparisons.
Integrate third-party tools for actionable insights	Integrate Mixpanel with over 20 engagement and experiment tools to turn data into actionable insights.	GA4 integrates with Google Ads but cannot effectively integrate with other networks or third-party tools.
Enhance analysis quality with data governance and compliance	Edit, transform, debug and enrich data with your CRM and warehouse. Ensure GDPR and HIPAA compliance and view five years of historical data.	GA4 doesn't offer data governance features beyond a debug view.
Scale and analyze more	Access real-time, unsampled analysis and retroactively modify data at any time. You can analyze up to 10,000 segments for each dimension.	GA4 data processing takes 4-8 hours, backfill takes 72 hours, and size limits only support a maximum of five dimensions on 10 metrics. Sample data often decreases accuracy of your insights.
Craft stunning reports with ease and context	Create a dashboard with a pre-built template or customize yourself. Add videos and images to align your data with what's working (or not) in the market, and give cross-functional teams more context.	GA4 offers limited options for customization and reports are complicated to create.
Get dedicated support and online resources	Access a variety of tools to help you learn from your data, including a Slack community, robust resource documentation hub, and dedicated Customer Success and Support teams.	GA4 lacks first-party tutorials, how-to guides, a user community, and success teams to help you with setup or training.



Feature	mixpanel	Google Analytics
Events-based analytics model	✓	✓
Real-time, self-serve data	✓	✗
14+ Months Historical Data	✓	✗
Integrations outside the Google ecosystem	✓	✗
Review raw, complete (unsampled) data	✓	✗
8+ attribution models with definitions	✓	✗
Out of the box templates	✓	✗
Measure revenue impact of your site performance	✓	✗
ROAS of all advertising platforms (beyond Google Ads)	✓	✗



Using a data-driven development strategy, our team uses Mixpanel to find insightful usage trends. Now we can more easily recognize the strengths and weaknesses of our product and continue to deliver a great experience to our clients.”

Christopher Vezzuto
Software Engineer @ Ticketmaster

Resources



Mixpanel vs. Google Analytics

Go deeper into how Mixpanel and Google Analytics compare on customizable analytics, user experience, cross-team collaboration, and more.

[Learn More](#)



Mixpanel Migration Guide

Learn how to get Mixpanel up and running in minutes.

[Learn More](#)