

Product

Komp Insight

Analyze your competition. Enter URLs and keywords to get insights.

mixpanel,hotjar

Enter keywords (comma-separated)

Analyze

Results are ready. Scroll down to see the details.

ATTRIBUTE	MIXPANEL	HOTJAR
Company Name	Mixpanel	Hotjar
One Liner	Simple and powerful product analytics that helps everyone make better decisions.	Hotjar is a powerful tool that reveals the online behavior and voice of a website's users.
Founding Date	2009	2014
Use Cases	Mapping travel behavior Validating new features Making data-driven decisions Analyzing customer experience Measuring growth and retention	Understanding user behavior on websites Collecting user feedback Conducting user surveys Performing user interviews Identifying website usability issues
Target Persona	Product Managers, Data Analysts, Marketers, UX Designers	Product Managers, UX/UI Designers, Digital Marketers,

ATTRIBUTE	MIXPANEL	HOTJAR
		Website Owners, E-commerce Managers
market	Product Analytics Data Analysis SaaS Mobile Analytics	Web Analytics User Experience (UX) Research Customer Feedback Management Conversion Rate Optimization
pain_points	Difficulty in analyzing customer data Need for non-SQL data exploration Challenges in event-based analysis Scaling analytics with business growth	Lack of user behavior insights Difficulty collecting user feedback Challenges in identifying website usability issues Need for easy-to-use analytics tools
core_competitors	Google Analytics Amplitude Heap Analytics Adobe Analytics	Crazy Egg FullStory Mouseflow VWO
core_insights	Mixpanel offers intuitive UX for analytics without the need for SQL. It provides scalable infrastructure to grow with the business. Mixpanel has a strong focus on event-based data models. The company offers a range of integrations with other tools and platforms.	Hotjar provides a suite of tools to understand user behavior and gather feedback. It is used by over 1.1 million websites across 180+ countries. Hotjar integrates with popular platforms like Slack, Google Analytics, and HubSpot.
positioning	Leader	Leader
Features	Event-based analytics User behavior tracking Customizable dashboards Cohort analysis Retention tracking Data warehouse integration SDK for data streaming	Heatmaps Recordings Feedback Surveys User Interviews Integrations Funnels Dashboards

ATTRIBUTE	MIXPANEL	HOTJAR
	Integrations with CDPs and other tools	Highlights Trends
Integrations	Data warehouses Segment A/B testing tools Advertising platforms Customer data platforms Messaging services	Slack Microsoft Teams Google Analytics Jira HubSpot Zapier Mixpanel Asana Trello Linear
Pricing Details	Starter: Free Growth: \$20+ per month Enterprise: Custom pricing	Free plan available Paid plans with additional features
founders	Suhail Doshi Tim Trefren	
Investor VCs	Y Combinator Andreessen Horowitz	
Investor Leads	Max Levchin Keith Rabois	
Relevant URLs	https://mixpanel.com/ https://mixpanel.com/about https://mixpanel.com/pricing https://mixpanel.com/partners/integrations https://docs.mixpanel.com	https://www.hotjar.com/about-us/ https://www.hotjar.com/product/heatmaps https://www.hotjar.com/product/recordings https://www.hotjar.com/product/feedback https://www.hotjar.com/product/surveys https://www.hotjar.com/product/engage https://www.hotjar.com/integrations
reference_urls	https://mixpanel.com/ https://mixpanel.com/about https://mixpanel.com/pricing	https://www.hotjar.com/about-us/ https://www.hotjar.com/product

ATTRIBUTE	MIXPANEL	HOTJAR
		t/heatmaps https://www.hotjar.com/product/recordings https://www.hotjar.com/product/feedback https://www.hotjar.com/product/surveys https://www.hotjar.com/product/engage https://www.hotjar.com/integrations

Remaining Tasks

Find details about the founders of Hotjar.

Identify the pricing for Hotjar's paid plans.

Research the latest fundraising details or investors if available.

Mixpanel

Simple and powerful product analytics that helps everyone make better decisions.

One Liner: Simple and powerful product analytics that helps everyone make better decisions.

Hotjar

Hotjar is a powerful tool that reveals the online behavior and voice of a website's users.

One Liner: Hotjar is a powerful tool that reveals the online behavior and voice of a website's users.