

Privacy-Compliant Analytics Vendor Scorecard

To support direct comparison and procurement decision-making, we have translated the evaluation framework into a vendor scorecard. This table summarizes how each privacy-compliant analytics platform performs across privacy, healthcare fit, architecture, governance, and usability criteria.

Vendor	Description	Features Summary	Compliance Utility (8)	Performance Utility (8)	Total Score (/100)
Adobe CJA	Enterprise-grade analytics with Healthcare Shield	Multi-channel journey analytics, PHI labeling, BAA, CDP integration	8	7	92
Piwik PRO	GA alternative with privacy tools	Consent manager, tag manager, self-hosting, logs	6	5	90
Heap	Auto-capture analytics with retroactive analysis	Funnels, retention, consent-aware tracking, HIPAA plans	7	6	86
Amplitude	Product & marketing analytics with HIPAA add-on	Journey analytics, cohorts, experimentation, HIPAA mode	7	6	86
Ghost Metrics	Lightweight, privacy-first tool	Anonymous sessions, basic metrics, BAA available	7	4	86
Hippolytics	HIPAA-specific web analytics	Funnels, page-level insights, simple deployment	7	4	86
Nexus Analytics	Healthcare-native analytics (early market)	Journey visualization, cohorts, AI dashboards, HIPAA design	6	5	84
Countly	Open-source, modular analytics	Self-hosted, plugin ecosystem, alerts, enterprise BAA	5	5	82

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Vendor	Description	Features Summary	Compliance Score	Performance Score	Total Score
PostHog	Open-source product analytics	Event tracking, funnels, session replay, feature flags	5	5	82
Matomo (On-Premise)	Self-hosted GA alternative	Custom reports, tag manager, plugin marketplace	5	3	82



intros@wheelhousedmg.com



www.wheelhousedmg.com

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