TWIPLA for Wix vs Wix Analytics: Comparison Analysis

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Overview

Wix Analytics provides built-in reports on traffic, sales, and site activity, making it a useful starting point for Wix users. **TWIPLA** (via the Wix App Market app) includes all of its tools and adds significantly more; it's a website intelligence solution that provides a complete picture of site performance and visitor behavior within the Wix environment. Recognized as the #1 analytics plugin for Wix, TWIPLA has a close partnership with the website builder, powering Wix Analytics' native session recordings toolkit and advising on the development of wider analytics capabilities.

Advantages for Wix Partners

TWIPLA is part of the Wix Partner Program, giving agencies an opportunity to grow revenue while at the same time delivering value to clients:

- **30% recurring commission** on every active TWIPLA subscription referred
- Let your clients experience a consentless solution, unveiling the **75% of traffic data lost to rejected consent**
- **Build client trust** with cookieless, privacy-flexible website intelligence
- Give your clients **discounted access to 20+ integrated website intelligence tools**
- Increase signups with a **5% discount on all TWIPLA plans** for client accounts
- Upsell with **exclusive promotions to clients**, available only through agency referrals

And since TWIPLA installs straight from the Wix App Market with no coding or performance impact, everything runs smoothly in the background and partners can focus on building and scaling their Wix projects without extra effort.

Exclusive TWIPLA Website Statistics Features

While Wix Analytics covers the essentials of traffic, sales, and page reporting, TWIPLA extends far beyond these foundations. **Unlike Wix Analytics, it offers a complete behavior analytics suite. But it also has additional analytics features** that deliver richer traffic insights, broader visitor attributes, and greater flexibility in how data is explored and applied. **Additional TWIPLA app features include:**

Outgoing Traffic

Shows where visitors go after leaving your site

Internal Traffic

Compares overall traffic with sessions that go beyond the landing page

Advanced Conversions

Create and monitor custom website conversion events and link performance with real ROI

Company Reveal

Identifies the business associated with website visitors

Visitor Segments

Adapt cross-platform insights to any multi-level audience group

Custom Dashboards

Create access-controllable reports for any task or goal

Behavior Analytics Compared

Behavior analytics tools are vital for improving visitor experience. **Wix Analytics covers only the basics, while TWIPLA delivers a full suite of advanced tools for deeper insights and smarter optimization.** The comparison table below highlights the differences:

	Wix Analytics	TWIPLA App	Your Edge with Us
Event Tracking	Tracks preset events such as clicks and form submissions, but does not support custom event definitions	Includes Wix's event tracking as auto-defined actions, plus alarming behavior event tracking	**Go beyond Wix's with expanded event tracking that also surfaces frustration signals, giving you a clearer view of visitor interactions**
Session Recordings	Only available via built-in TWIPLA-powered integration; offered separately under its own pricing model	Identical toolkit, but linked with funnels and alarming behavior events for deeper context	**Connect recordings directly to drop-offs, errors, and engagement issues**
Conversion Funnels	Only fixed, pre-set funnels (e.g. Store Conversion, Abandoned Cart); no option to build or customize your own	Custom funnels with up to 14 levels, including webpages, predefined auto events, and custom URL patterns	**Perform funnel analytics on significantly more visitor journeys**
Heatmaps	Not available	Dynamic, multi-device page heatmaps for clicks, scrolls, and mouse movements. Text obfuscation included	**Visualize exactly how visitors interact with each webpage**
Alarming Behavior Events	Not available	Detects rage clicks, dead clicks, U-turns, excessive scrolling, rapid reloads, and more	**Identify frustration signals early and resolve issues before they disrupt engagement or sales**

Visitor Communication

	Wix Analytics	TWIPLA App	Your Edge with Us
Polls	Not included; available via apps like Quick Polls or Easy Polls & Surveys. Free plans exist, paid from ~$3/ month	Built-in in-page polls that can be shown on specific pages or triggers	**Collect in-the-moment feedback from visitors as visitors browse, giving you instant context third-party tools can't provide**
Surveys	Not included; available via apps like Surveys or POWR Forms. Free plans exist, paid from ~$4/ month	Built-in dedicated-URL surveys that can be shared in campaigns or external channels for broader feedback collection	**Run surveys across campaigns and channels, with results pulled into the same suite as your traffic and behavior data**
Feedback Integration	App data is stored separately from Wix Analytics	Poll and survey results are saved within your TWIPLA dashboard	**Combine qualitative feedback with site stats in one place for a complete picture of visitor experience**

Data and Privacy Compliance

	Wix Analytics	TWIPLA App	Your Edge with Us
Tracking Method	Cookies and session IDs	Consentless and Cookieless, with no session IDs stored. Rejects all applied identification technologies in Maximum Privacy Mode; fingerprinting in lower modes	**Captures up to 400% more traffic data compared to cookie-based analytics as visitor tracking consent is not needed**
GDPR Measures	Built-in tools for consent, privacy policy, and visitor data rights. Use of cookies and global cloud storage infrastructure create GDPR compliance work	Includes multiple safeguards, with calibration ensuring full legal use under EU law. Data stored on ISO 27001-certified servers in Germany, with guaranteed EU residency	**Stay GDPR-compliant with no visitor consent, cookie banners, or extra work required**

Onboarding and Maintenance

	Wix Analytics	TWIPLA App	Your Edge with Us
Positioning	Native reporting add-on within Wix, aimed at giving site snapshots of traffic and sales	Complete website intelligence suite delivering interconnected insights across traffic, behavior, and visitor engagement	**Step up from basic reporting to an integrated suite built for deeper analysis and smarter decisions**
Cost	Free; available for all Wix sites and covers traffic, behavior, marketing, and sales reports Advanced features like creating or duplicating custom reports require the Elite plan, which costs $159/month	Free plan provides access to all core analytics tools Paid plans start at $2.99/ month and scale with traffic volume. Custom Dashboards, Custom Country Data, Company Reveal, and Visitor Segments require the top Pro Plan ($29.99/month)	**TWIPLA delivers more features at every pricing level and its top Pro Plan is over five times cheaper than Wix's Elite plan**
Enterprise Plan	Yes, Wix Studio Enterprise. Custom pricing provided on consultation. Multi-site analytics included, but full custom reporting is tied to the $159/month Elite plan	Yes; Custom Enterprise Plan. Priced from ~$77.99/ month; final cost depends on setup, traffic, and tool choice. Includes premium support	**TWIPLA has a more analytics-focused plan, with flexible setup versus Wix's bundled package and unclear pricing**
Real-time Data	No; reports update after one hour	Yes, with no delays or sampling	**Use real-time data to monitor campaigns as they run, detect technical issues faster, and track live visitors**
Data Retention	62 days. Reports show data for deleted pages; subscription retention includes a 12-month lookback	40 days in the Free Plan; all paid plans provide full historical data (back to app installation date)	**Access historical insights from installation on any paid plan to spot trends, measure growth, and compare performance**
Data Export	Exports available in CSV, XLSX, and PNG; scheduled email reports can be set up on any plan	Exports available in CSV and XLSX formats, with unlimited exports and automated email reports included in all plans	**Both platforms make data export straightforward**

Core Wix Analytics Features

	Wix Analytics	TWIPLA App	Your Edge with Us
Highlights	Overview of key site metrics like visits, sales, and trends	Overview module tracks core engagement metrics; dashboards compile report blocks from across the tool suite	**Get a fuller site snapshot with interconnected insights from traffic, behavior, and communication tools in one place**
Real-Time	Shows current visitors and active pages; one hour delay on report updates	Real-time view of all traffic with no delays; Visitors module provides a live visitor map and latest session insights, linked to session recordings	**Follow live visitors as they browse, link activity directly to recordings, and react instantly to campaigns or technical issues**
Traffic	Reports on visits, sources, devices, and geography	Matches Wix on traffic insights but goes deeper with dedicated modules, real-time accuracy, and platform-wide filters for granular analysis	**TWIPLA matches Wix Analytics for traffic insights, then goes further with exit paths, internal traffic reports, company associations, and more**
Behavior (Page Stats)	Page performance, popular content, entry and exit pages	Detailed per-page statistics via the Pages module and Pages Dashboard, including bounce rate, session durations, landing and exit pages, referrers, and dynamic page tracking	**Deeper, segmented page insights that let you filter results, track internal referrals, and connect stats with wider visitor behavior for a complete picture**
Marketing	UTM and ad ID tracking for campaigns; basic reporting across marketing channels	Full UTM campaign tracking with referral and channel breakdowns, supported by goal attribution and ROI analysis in Advanced Conversion Analytics	**Tie campaigns directly to defined conversions and revenue impact, giving you a complete picture of marketing spend that Wix Analytics cannot provide**
Insights	Automated highlights and tips from reports	TWAIA AI assistant, plus intelligent dashboard insights that identify trends and anomalies from across the analytics suite	**Move from simple summaries to actionable guidance powered by interconnected analytics**

Core Wix Analytics Features

	Wix Analytics	TWIPLA App	Your Edge with Us
Benchmarks	Compare performance against industry standards; limited to broad, static industry averages	Benchmark against industry standards or your own historical performance and filtered visitor segments	**Build benchmarks around your real audience and results, instead of just relying on Wix's one-size-fits-all industry averages**
All Reports	Central hub listing preset reports across traffic, sales, people, marketing, and more. Custom reports only available on the Elite plan	Reports sit within modules across the integration. Customizable dashboards collect report blocks from across the analytics suite	**Access reports in context and combine them into personalized dashboards, avoiding Wix's static lists and giving your team clearer, connected insights without needing an Elite plan**

Migrating from Wix Analytics to TWIPLA

Direct import of historical **Wix Analytics** data into **TWIPLA** isn't available by default, but we're happy to assist and can provide a custom migration quote if needed. Historical data isn't required to start gaining value from TWIPLA.

Need Support?

Our consultation team is always on hand → dragos.gal@twipla.com