

Plausible Analytics

Privacy-first web analytics · Bootstrapped from Estonia · Founded Dec 2018 by Uku Täht (Marko Saric joined 2020) · 18,000+ paying subscribers · ~\$3M revenue · Captured 22 May 2026

Privacy was the start.

Plausible won the privacy round. Cookieless, EU-hosted, lightweight: the thing that made it different in 2020 is the floor in 2026. The next question is what comes after philosophy becomes table stakes. The answer is already shipped: AI-source attribution, documented December 2024, not yet claimed as a category.

[THE HIDDEN ENEMY]

The belief that doing the right thing is enough. The values-first philosophy demonstrated for a decade is now table stakes for every new entrant. The category matured underneath.

[THE ANTIDOTE]

Publish the AI-traffic methodology page that makes the cookieless mechanism explicit. Two jobs in one move: claims the AI-discovery category AND reasserts the privacy story (mechanism IS values).

[PERSONALITY]

DEMONSTRATED

Not declared. Bootstrapped and profitable on the privacy-first thesis since 2022. The proof is the continued operation.

TECHNICAL

Not bro. Talks to engineers about scripts, methodology, attribution. No growth-hacker register.

QUIETLY CONTRARIAN

Built against the surveillance-analytics default and stayed independent while the category caught up.

PATIENT

Eight years in, 18,000+ subscribers, no venture round. The compounding is the strategy.

[VOICE]

Plain English. Founder-signed. Specific numbers over generalities. Anti-marketing-speak. Composed. Technically credible without being condescending.

[4 DIFFERENTIATORS]

1 Demonstrated values, not claimed values.

Bootstrapped and profitable on the privacy-first thesis since 2022; new entrants can claim the values but only Plausible has shipped them through profitable independence.

2 Loyal customer base as evidence.

Reddit advocacy comes from current customers explaining why they have stayed; new entrants do not have this compounding evidence base.

3 AI-traffic attribution, shipped before the category named itself.

Hricha Shandily's December 2024 methodology post is 17 months old; Umami, Fathom, and Simple Analytics have not shipped an equivalent feature.

4 Three distribution shapes.

Cloud, self-hosted Community Edition (AGPLv3), and the open-source GitHub repo; most competitors carry one or two, none all three at the same maturity.