

THE SHORT VERSION

This scan shows an emerging presence — visible, but not yet consistent.

10 questions · 3 engines · 3 samples · Sep 5, 2026

WHAT THE ANSWERS SHOW

- Competing answers leaned on self-hosted control/compliance and SaaS cost trade-offs.
- Fathom messaging: cookieless analytics, minimal personal data (IP+UA), GDPR/CCPA framing—some statements appear inconsistent.

WHERE YOU LOSE THE SLOT

On an unaided category question — **“What are the trade-offs between a cloud-hosted analytics service and a self-hosted one?”** — Fathom Analytics is not named by 3 of the engines that answered and the slot goes to **Google Analytics, Plausible, Matomo, Mixpanel, Umami**.

START HERE

- 1 **usefathom.com** — already working in your favor — keep this page fresh and linkable
- 2 **github.com** — developer-trusted territory — answer the questions in your problem space with working code and a plain statement of what your product does, without pitching
- 3 **matomo.org** — a third-party source AI models trust — get listed, reviewed, or cited there

AI VISIBILITY, AT A GLANCE

Measured against: Google Analytics, Plausible, Matomo, Mixpanel, Umami

AI Visibility

43%

range 43–43% across samples
% of collected answers that
mention or cite you at least once —
questions naming you excluded.

Share of Voice

19%

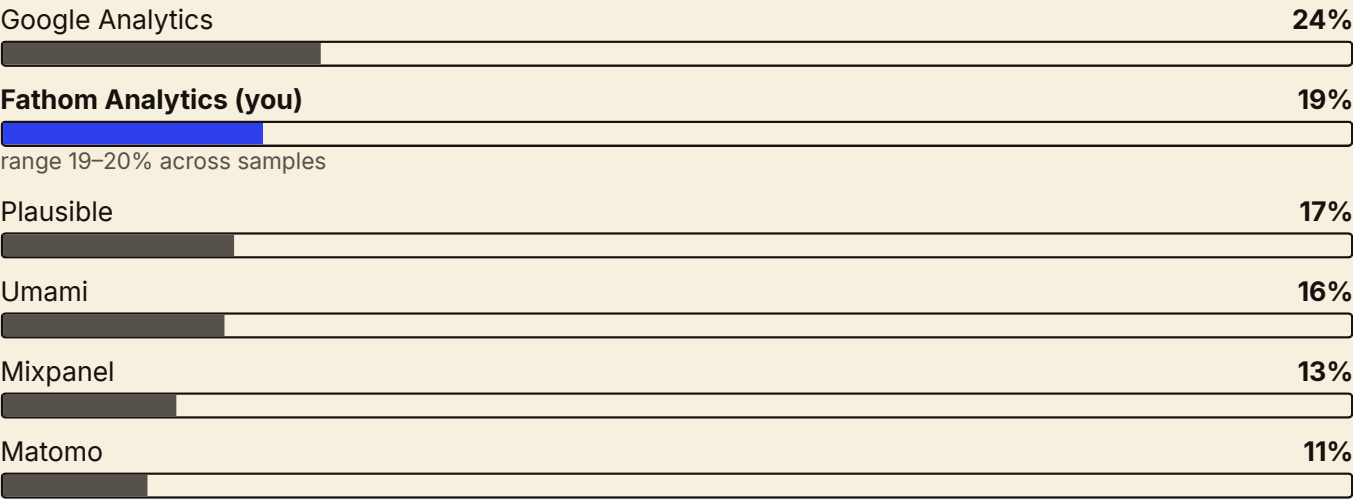
range 19–20% across samples

First-mention rate

10%

of answers where you appear first,
ahead of the named competitors

SHARE OF VOICE VS YOUR COMPETITORS



Wider ranges mean less stable answers — we show you the spread across samples, not a false-precision single number.

YOU VS EACH COMPETITOR

Share of voice shows the observed range across samples — never a false-precision single number.

Brand	Share of voice	Present in answers	Mentioned first	Avg. position	Citations
Fathom Analytics (you)	19% (19–20%)	60%	30%	1.6	165
Google Analytics	24% (23–24%)	51%	24%	1.7	0
Plausible	17% (17–17%)	30%	11%	2.1	0
Matomo	11% (10–11%)	20%	10%	2.3	0
Mixpanel	13% (11–15%)	20%	1%	2.6	0
Umami	16% (15–17%)	29%	0%	3.0	0

“Avg. position” is the brand’s mean rank among tracked names in answers where it is named; “—” means never named.

ENGINE BY ENGINE

Where AI recommends you — and where a competitor holds your slot.

Engine	Answers	You present	You first	Top competitor
Gemini (grounded)	30/30	70%	30%	Google Analytics (93%)
ChatGPT (API-grounded proxy)	30/30	60%	40%	Google Analytics (30%)
Perplexity Sonar	30/30	50%	20%	Google Analytics (30%)

PROMPT-BY-PROMPT SHORTLIST

Are you in the shortlist — and who took your slot.

Every question below asks about website analytics.

Cells, left to right: Perplexity Sonar, ChatGPT (API-grounded proxy), Gemini (grounded).

Filled = mentioned · empty = not mentioned · dashed = no answer captured. Strong = mentioned consistently and engines agree

· Noisy = engines disagree between runs · Emerging = mentioned, but not consistently · Not mentioned = never appears.

What features should I prioritize if I want minimal page-speed impact from an analytics script? Not mentioned

☐ ☐ ☐ Mentioned by: none

Who took your slot: Google Analytics, Plausible, Umami

What are the trade-offs between a cloud-hosted analytics service and a self-hosted one? Not mentioned

☐ ☐ ☐ Mentioned by: none

Who took your slot: Google Analytics, Plausible, Matomo, Mixpanel, Umami

Can I use a simple analytics tool for tracking conversions and events, or do I need a more advanced product? Noisy

☐ ☐ ☒ Mentioned by: Gemini (grounded)

For a privacy-first, lightweight setup, what are the differences between Fathom, Plausible and Umami in terms of script size, features, and ease of use? Noisy

☐ ☒ ☒ Mentioned by: Gemini (grounded), ChatGPT (API-grounded proxy)

How do privacy-focused tools differ from traditional analytics platforms? Emerging

☐ ☐ ☒ Mentioned by: Gemini (grounded)

Does Fathom Analytics collect any personal data, and is it compliant with GDPR/CCPA? Strong

☒ ☒ ☒ Mentioned by: Gemini (grounded), ChatGPT (API-grounded proxy), Perplexity Sonar

Can I self-host Fathom Analytics, and how does that change pricing and maintenance? Strong

☒ ☒ ☒ Mentioned by: Gemini (grounded), ChatGPT (API-grounded proxy), Perplexity Sonar

How easy is it to migrate from Google Analytics to Fathom Analytics without losing conversion tracking? Strong

☒ ☒ ☒ Mentioned by: Gemini (grounded), ChatGPT (API-grounded proxy), Perplexity Sonar

How does Fathom Analytics' data accuracy and sampling compare to Google Analytics and Mixpanel for event-heavy sites? Strong

☒ ☒ ☒ Mentioned by: Gemini (grounded), ChatGPT (API-grounded proxy), Perplexity Sonar

If I need self-hosting and full data control, how does Fathom compare to Matomo in terms of maintenance burden and available integrations? Strong

☒ ☒ ☒ Mentioned by: Gemini (grounded), ChatGPT (API-grounded proxy), Perplexity Sonar

Everything in this block is the model's reading of the answers this scan stored — not a measurement and not a fact-check. Every statement carries a verbatim quote from an answer you can open; statements without one were dropped (see Methodology).

WHY YOU LOSE THE SLOT

For the questions where no engine named you, what the answers said instead — the model's reading of the stored answers, each point tied to a quote you can open.

1 "What are the trade-offs between a cloud-hosted analytics service and a self-hosted one?"

Who took your slot: Google Analytics, Plausible, Matomo, Mixpanel, Umami · on Gemini (grounded)

Competitors detailed self-hosted control/compliance and cloud cost trade-offs.

"As your traffic scales, SaaS pricing can increase dramatically (often tier-based on pageviews or monthly active users)."

from Gemini (grounded) · "What are the trade-offs between a cloud-hosted analytics service and a self-hosted one?"

WHAT AI SAYS ABOUT YOU

What the engines state about you when a question names you — paraphrased by the model from the stored answers, never checked against reality. A Verify chip marks a specific claim (a price, date, feature or availability) worth checking yourself.

Positive **VERIFY**

Fathom is cookieless for analytics.

Check: Verify docs state no analytics cookies.

"It does not use analytics cookies."

from ChatGPT (API-grounded proxy) · "Does Fathom Analytics collect any personal data, and is it compliant with GDPR/CCPA?"

Neutral **VERIFY**

Fathom processes IP address and User-Agent as personal data.

Check: Confirm current data-processing docs mention IP and User-Agent.

"Yes — Fathom does process a small amount of personal data (IP address + User-Agent)."

from ChatGPT (API-grounded proxy) · "Does Fathom Analytics collect any personal data, and is it compliant with GDPR/CCPA?"

Positive **VERIFY**

Fathom claims GDPR/CCPA alignment and provides a DPA.

Check: Check current DPA and compliance pages.

"Fathom publishes a Data Processing Agreement (DPA) (last updated June 20, 2025) and describes technical measures such as EU-isolation and one-way hashing of EU IPs before they leave EU servers."

from ChatGPT (API-grounded proxy) · "Does Fathom Analytics collect any personal data, and is it compliant with GDPR/CCPA?"

Neutral **VERIFY**

Fathom describes hashing a per-site user signature (IP+UA+hostname+salt) and rotating salts.

Check: Verify hashing inputs and salt-rotation details in tech docs.

"Instead of storing raw IPs/UA with page data, Fathom computes a SHA-256 "user signature" (IP + User-Agent + hostname + site salt) and stores the hash to count uniques and visits."

from ChatGPT (API-grounded proxy) · "Does Fathom Analytics collect any personal data, and is it compliant with GDPR/CCPA?"

CITATION GAP

URLs the engines cited in answers naming a competitor and never in an answer naming you — counted by code from the stored sources, not by the model. Top 8, at least two competitor citations each.

Source	Ownership	Cited with competitors
aaronjbecker.com aaronjbecker.com/posts/umami-vs-plausible-vs-matomo-sel...	Third-party	3×
apiscout.dev apiscout.dev/guides/plausible-vs-umami-vs-fathom-analyt...	Third-party	3×
bootstrap.build bootstrap.build/articles/best-web-analytics-tools/	Third-party	3×
dev.to dev.to/alanwest/migrating-off-google-analytics-umami-vs...	Third-party	3×
dev.to dev.to/alanwest/migrating-off-google-analytics-umami-vs...	Third-party	3×
gitnux.org gitnux.org/best/event-analytics-software/	Third-party	3×
homelabaddiction.com homelabaddiction.com/best-self-hosted-analytics-tools-f...	Third-party	3×
mapmyvisitors.com mapmyvisitors.com/b/analytics-script-size	Third-party	3×

Counted from the sources each answer returned; a URL counts once per answer. Full URLs are on the web report.

ACTION PLAN

Tickets the model derived from the evidence above. Each names the question it targets, who owns it and the effect to expect — a starting point, not a forecast.

Effort: S = under a day · M = days · L = weeks or more.

1 Clarify data handling (IP/UA) vs “no personal data” marketing

Owner: PR · Effort: S

Expected effect: Reduce confusion; align claims across pages; improve trust and conversion.

“Yes — Fathom does process a small amount of personal data (IP address + User-Agent).”
from ChatGPT (API-grounded proxy) · “Does Fathom Analytics collect any personal data, and is it compliant with GDPR/CCPA?”

2 Publish technical paper on hashing, salt rotation, and EU isolation

Owner: Dev · Effort: M

Expected effect: Answer legal/technical due-diligence questions; support enterprise adoption.

“Instead of storing raw IPs/UA with page data, Fathom computes a SHA-256 “user signature” (IP + User-Agent + hostname + site salt) and stores the hash to count uniques and visits.”
from ChatGPT (API-grounded proxy) · “Does Fathom Analytics collect any personal data, and is it compliant with GDPR/CCPA?”

“Fathom publishes a Data Processing Agreement (DPA) (last updated June 20, 2025) and describes technical measures such as EU-isolation and one-way hashing of EU IPs before they leave EU servers.”
from ChatGPT (API-grounded proxy) · “Does Fathom Analytics collect any personal data, and is it compliant with GDPR/CCPA?”

WHAT TO FIX

usefathom.com — cited 165× across your prompts

Yours

→ already working in your favor — keep this page fresh and linkable

Seen on: “Can I use a simple analytics tool for tracking conversions and events, or do I need a more advanced product?” and 164 more

github.com — cited 60× across your prompts

Third-party

→ developer-trusted territory — answer the questions in your problem space with working code and a plain statement of what your product does, without pitching

Seen on: "If I need self-hosting and full data control, how does Fathom compare to Matomo in terms of maintenance burden and available integrations?" and 59 more

matomo.org — cited 46× across your prompts

Third-party

→ a third-party source AI models trust — get listed, reviewed, or cited there

Seen on: "If I need self-hosting and full data control, how does Fathom compare to Matomo in terms of maintenance burden and available integrations?" and 45 more

plausible.io — cited 32× across your prompts

Third-party

→ a third-party source AI models trust — get listed, reviewed, or cited there

Seen on: "Can I use a simple analytics tool for tracking conversions and events, or do I need a more advanced product?" and 31 more

analytics-alternatives.com — cited 19× across your prompts

Third-party

→ a third-party source AI models trust — get listed, reviewed, or cited there

Seen on: "What are the trade-offs between a cloud-hosted analytics service and a self-hosted one?" and 18 more

swetrix.com — cited 17× across your prompts

Third-party

→ a third-party source AI models trust — get listed, reviewed, or cited there

Seen on: "If I need self-hosting and full data control, how does Fathom compare to Matomo in terms of maintenance burden and available integrations?" and 16 more

mixpanel.com — cited 17× across your prompts

Third-party

→ a third-party source AI models trust — get listed, reviewed, or cited there

Seen on: "How does Fathom Analytics' data accuracy and sampling compare to Google Analytics and Mixpanel for event-heavy sites?" and 16 more

support.google.com — cited 17× across your prompts

Third-party

→ a third-party source AI models trust — get listed, reviewed, or cited there

Seen on: "How does Fathom Analytics' data accuracy and sampling compare to Google Analytics and Mixpanel for event-heavy sites?" and 16 more

reddit.com — cited 11× across your prompts

Third-party

→ models quote threads here — find the existing thread that already ranks for your category and answer it honestly from your company account, disclosing who you are; a new promotional post will not be quoted

Seen on: "What are the trade-offs between a cloud-hosted analytics service and a self-hosted one?" and 10 more

umami.is — cited 11× across your prompts

Third-party

→ a third-party source AI models trust — get listed, reviewed, or cited there

Seen on: "For a privacy-first, lightweight setup, what are the differences between Fathom, Plausible and Umami in terms of script size, features, and ease of use?" and 10 more

REAL-WORLD DATA

Observed real-world data — a different methodology from the synthetic scan above; not directly comparable.

Real-world brand footprint

Observed mentions in a corpus of ~139.6M real ChatGPT + Google AI Overviews answers (US/en, as of Sep 5, 2026) — not the synthetic scan above.

Fathom Analytics (you): 12 mentions

Real questions in your category

Real user questions observed in the same corpus — not the synthetic prompts above.

is there a free website analytics tool? (16/mo)
what is the best website analytics platform? (11/mo)
what is the best way to track website analytics? (6/mo)
what is the best website analytics tool? (5/mo)
what is an example of a website analytics? (4/mo)
what is the most commonly used website analytics platform? (2/mo)

Google SERP + AI Overview

Google US, live at scan time — Google's own search surface for your scan's configured market, not the LLM Mentions corpus.

"best website analytics": AI Overview present; Fathom Analytics (you) organic not in top 10

"website analytics tools": AI Overview present; Fathom Analytics (you) organic not in top 10

Source authority

Domains most cited in YOUR scan's answers x domain rank from DataForSEO Backlinks.

youtube.com: rank 1000, cited 10x
github.com: rank 867, cited 60x
reddit.com: rank 802, cited 11x
support.google.com: rank 774, cited 17x
matomo.org: rank 617, cited 46x
dev.to: rank 613, cited 10x
mixpanel.com: rank 544, cited 17x
usefathom.com: rank 523, cited 165x
plausible.io: rank 510, cited 32x
prettyinsights.com: rank 492, cited 9x
umami.is: rank 465, cited 11x
docs.umami.is: rank 340, cited 10x
swetrix.com: rank 284, cited 17x
bootstrap.build: rank 210, cited 7x
apiscout.dev: rank 142, cited 7x
analytics-alternatives.com: rank 74, cited 19x
opensource-analytics.com: rank 58, cited 8x
migrateanalytics.com: rank 26, cited 10x
litestats.io: rank 15, cited 8x
privacybench.org: rank 0, cited 8x

SCORED BY PROMPT TYPE

General category prompts Unprompted category questions — do you come up when nobody names you? Visibility 8% First-mention rate 0% Coverage 100% % of planned engine calls that returned an answer.	Branded prompts The model is asked about you by name here — presence is expected and is NOT a visibility signal. This lens reads sentiment and factual accuracy, not top-of-mind recall. Brand-fact presence 100% Share of answers to questions naming you that actually discuss you — not a fact-check of what they say. First-mention rate 78% Coverage 100% % of planned engine calls that returned an answer. How AI portrays you 44% positive · 44% neutral · 11% negative Judged on 27 answers that mention you — the model's tone toward you, not a fact-check of what it says.	Comparative prompts Head-to-head questions naming you against your competitors. Visibility 89% First-mention rate 22% Coverage 100% % of planned engine calls that returned an answer.
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PROMPT COVERAGE BY STAGE

Stage	Prompts sampled	Your visibility	Top competitor (share of voice)
Awareness	2	6%	Google Analytics 23%
Consideration	5	41%	Google Analytics 32%
Decision	3	83%	Umami 22%

METHODOLOGY

This is a sample, not a census: we ran 10 questions across each engine 3 times and show you the range, so you see both where you stand and how stable that standing is.

Market: US / en. Country sent to Perplexity Sonar, ChatGPT (API-grounded proxy). Gemini (grounded) takes no location and answered without one. Language sent to Perplexity Sonar; the rest answered in the model's default language.

Perplexity Sonar — sonar (best-effort — echoed by the provider, not a dated snapshot)

ChatGPT (API-grounded proxy) — gpt-5-mini-2025-08-07

Gemini (grounded) — gemini-3.5-flash

Analysis — gpt-5 (gpt-5-2025-08-07), Sep 6, 2026. The model read the stored answers and explained them; it added no facts and verified none. 10 statements dropped for lacking a verbatim quote.

What the engine labels mean

API-grounded proxy — consumer ChatGPT and Claude.ai can't be queried programmatically, so we call the same underlying OpenAI/Claude models with web search enabled — the closest measurable proxy.

Grounded — the model answers with live web search enabled, the same way its consumer product does.

Pinned — each engine runs one default model for every customer so results stay comparable; a premium model, if you opted into one, is listed on its own line above.

Best-effort version — Perplexity and Grok echo back the model name we requested instead of resolving one, so their version line records what we asked for, not what answered. ChatGPT, Gemini and Claude each return their own dated snapshot.

Scan-to-scan changes are shown on the owner's web report only. This document describes the scan of September 5, 2026 on its own.