matomo

Matomo vs. Google Analytics 4 for ecommerce

For ecommerce teams, analytics is where day-to-day marketing decisions meet long-term business growth. The right setup helps answer practical questions: which channels bring in valuable customers, where shoppers drop off, which campaigns actually drive revenue, and how much customer data the business should share with third parties.
This comparison looks at how Google Analytics 4 and Matomo support ecommerce businesses, from tracking and reporting to privacy, data ownership, and control.

Comparison of ecommerce capabilities

Note: All mentions of Google Analytics 4 are based on publicly available documentation (May 21, 2026). We aim to keep this table accurate and up to date. However, if you see any inaccuracies or outdated information, please email us at marketing@matomo.org

	Feature	Matomo	GA4
Ecommerce event tracking	Product views	✓	✓
	Add-to-cart	✓	✓
	Checkout steps	Manual configuration	✓
	Transactions	✓	✓
	Revenue attribution	✓	✓
General capabilities	No data sampling	✓	✗
	Data ownership	✓	Limited
	Hosting/data residency options	✓	Limited
	Cookie consent requirements	Cookieless setup possible under specific requirements	Consent is usually needed where analytics cookies or similar identifiers require it

	Integration	Matomo	GA4
Integrations with ecommerce platforms	Shopify	✓	✓
	Magento	✓	✓
	Salesforce Commerce Cloud	Manual implementation	Limited (GA4 tracking for B2B Commerce for Visualforce)
	SAP	Manual implementation	✓
Pricing	Pricing model	Free self-hosted version and paid Matomo Cloud, starting at EUR 22	GA4 “free” but BigQuery costs for raw data

Ecommerce capabilities in detail

Both GA4 and Matomo cover the core ecommerce tracking use cases most online retailers need: product views, add-to-cart actions, transactions, revenue, and attribution. GA4 approaches this through a structured event model with recommended ecommerce events such as product views, add-to-cart, checkout, and purchase. This makes GA4 a strong fit for ecommerce teams that already work heavily with Google Ads, remarketing audiences, and campaign optimisation workflows.

Matomo also supports ecommerce tracking across product views, cart updates, order tracking, and revenue attribution. Its model is particularly useful for businesses that want more control over how ecommerce data is collected, stored, and governed. Product and cart interactions can be tracked through Matomo’s JavaScript tracking API, Matomo Tag Manager, or manual ecommerce tracking implementation.

The main difference is in how prescriptive each platform is. GA4 provides a more standardised ecommerce event structure, which can make implementation easier when teams follow Google’s recommended naming and parameter conventions. Matomo is more flexible and transparent, but some setups may require more manual configuration, especially for more complex ecommerce funnels or non-standard checkout flows.

Checkout and funnel visibility

GA4 has a clear advantage when it comes to predefined checkout-step tracking. It includes dedicated ecommerce events for stages such as beginning checkout, adding shipping information, adding payment information, and completing a purchase. For ecommerce teams that want to analyse checkout drop-off using Google’s native reporting and advertising ecosystem, this is a strong built-in capability.

Matomo can track checkout behaviour, but it is less predefined. Standard ecommerce tracking covers product views, cart updates, and orders, while checkout steps typically need to be implemented using custom events, goals, funnels, or Tag Manager configuration. This gives teams flexibility, but it also means the quality of checkout reporting depends more heavily on the implementation.

In practical terms: GA4 is more ready-made for standard checkout event tracking, while Matomo gives ecommerce teams more control if they are willing to define the funnel logic themselves.

Data accuracy and sampling

A key distinction between the two platforms is data sampling. Matomo positions itself as an analytics platform without data sampling, meaning reports are based on the full dataset collected. This is especially relevant for ecommerce businesses where small differences in conversion rate, revenue, or product performance can affect commercial decisions.

GA4 can apply sampling or data thresholding depending on the report type, query complexity, property volume, and whether the business uses the free or 360 version. For smaller ecommerce businesses this may not be a major issue, but for high-traffic stores or complex analysis, sampled or modelled data can create limitations when teams need exact numbers.

For ecommerce teams that prioritise raw, unsampled reporting, Matomo is the stronger option. For teams that prioritise integration with Google's marketing ecosystem and are comfortable with Google's reporting model, GA4 remains highly capable.

Privacy, consent, and data ownership

Matomo's strongest differentiator is data control. It is designed around data ownership, privacy, and configurable hosting. Businesses can use Matomo Cloud, hosted in the EU, or Matomo On-Premise, where they control the hosting environment themselves. This is particularly valuable for ecommerce businesses with strict privacy requirements, regulated markets, or internal policies around customer data ownership.

Matomo can also be configured for cookieless tracking, and depending on jurisdiction and implementation, this may reduce consent requirements. This does not remove the need for legal review, but it gives ecommerce businesses more privacy-friendly implementation options.

GA4 offers consent controls, including Consent Mode, and integrates closely with Google's advertising and measurement products. However, it does not offer the same level of ownership or hosting control. Data is collected and processed within Google's ecosystem, which can be a concern for organisations with strict data residency, governance, or third-party data-sharing requirements.

For ecommerce businesses, the trade-off is clear: GA4 is stronger for Google marketing activation, while Matomo is stronger for privacy, ownership, and control.

Ecommerce platform integrations

GA4 generally has broader native or well-documented ecommerce platform support, especially for Shopify and Adobe Commerce / Magento. Shopify provides official GA4 setup documentation, and Adobe Commerce includes Google Analytics 4 support in its Google tools documentation. GA4 is also commonly supported through Google Tag Manager, which many ecommerce teams already use.

Matomo offers documented ecommerce integrations as well, including Shopify through custom pixels and support for ecommerce tracking via Matomo Tag Manager. It also lists integrations with ecommerce platforms including Magento. For platforms without a dedicated Matomo integration, ecommerce tracking can still be implemented manually using Matomo's tracking APIs or Tag Manager.

The difference is that GA4 is often more widely supported by default in ecommerce platforms and marketing stacks. Matomo is still highly implementable, but may require more custom configuration, particularly for enterprise ecommerce platforms such as Salesforce Commerce Cloud or SAP Commerce Cloud where official Matomo-specific documentation is less evident.

Pricing and commercial model

GA4's standard version is free, which makes it attractive for ecommerce businesses that want a low-friction analytics setup. For larger organisations, Google Analytics 360 adds enterprise-level limits and features, but moves into a paid enterprise pricing model.

Matomo offers a different pricing structure. Matomo On-Premise is available as a self-hosted open-source option, while Matomo Cloud is a paid hosted service. This means the cost comparison is not simply "free vs paid." GA4 may look cheaper initially, but Matomo may offer stronger value where data ownership, privacy compliance, unsampled reporting, or self-hosting are business priorities.

For ecommerce teams, the pricing decision should be assessed alongside governance requirements, implementation effort, reporting needs, and the cost of relying on Google's advertising ecosystem.

What's the best solution for my team?

Choose Matomo for ecommerce, if:

- You want full control over analytics data. Ecommerce teams can decide where data is hosted, how it is collected, how long it is retained, and whether tracking should use cookies.
- You're looking for core ecommerce tracking, revenue attribution, product and cart analysis, and flexible implementation through JavaScript tracking, Tag Manager, and manual APIs.
- Your organisation is operating in the EU or in industries with strict compliance expectations.

Matomo may require more implementation work than GA4 in some ecommerce environments. Checkout-step tracking, enterprise platform integrations, and advanced funnel structures may need manual configuration rather than relying on predefined events or native platform integrations. Teams that depend heavily on Google Ads optimisation may also find GA4 more directly connected to their media workflows.

For ecommerce teams looking for a plug-and-play connection to the Google marketing ecosystem, Matomo may require additional setup and process changes.

Choose GA4 for ecommerce, if:

- Your organisation relies heavily on Google Ads, remarketing, campaign optimisation, and cross-channel performance analysis within Google's ecosystem. Its main benefit is activation: GA4 does not just measure ecommerce performance; it connects that measurement directly to advertising, audiences, and campaign optimisation.
- You favor a clear structure for product, cart, checkout, and purchase tracking.
- You're looking for wide support across ecommerce platforms and tag management workflows.

But keep in mind:
GA4's main limitations are around control, transparency, and data governance. Ecommerce businesses do not get the same level of ownership or hosting control as they would with a self-hosted or privacy-first platform. Reporting can also be affected by sampling, thresholds, modelling, or platform limits depending on usage and property type.

For teams that need full access to unsampled data, strict data residency, or minimal dependency on third-party advertising platforms, GA4 may feel restrictive.

Takeaway

While GA4 is a good fit if ecommerce businesses prioritise marketing activation, Google Ads integration, and standardised ecommerce event tracking, Matomo is better suited to ecommerce businesses that prioritise data ownership, privacy, unsampled reporting, and hosting control.

The right choice depends less on whether either platform can track ecommerce activity and more on what the business values most: convenience and advertising integration, or accuracy, control and privacy.