



PostHog

Generation Digital

We're here to help product engineers build successful products

Literally every piece of SaaS that a product engineer needs.

This includes tools for building products, talking to customers, and making sense of all your customer data.

PostHog is a single platform for people who build things.

[Explore product suite](#)



There are other dev tool companies,
but *they not like us* 🤔

Why we're different

Warning: If you like the way most companies treat you, you might not like us. [See 15 reasons why PostHog might be *wrong* for you.](#)

We're building the company we've always wanted to work for. This means rejecting all the annoying parts of the SaaS industry that have somehow become industry-standard.

If it gives you the ick, you know it gives us the ick too.

You can sum it up our ideology with this: we try to treat you how *we'd* want to be treated.



Everything in one place

Sure, building one product is great, but why stop there?

One of the advantages of PostHog is that we're building all the *tools* you need, so you can have all the *context* you need in one place. This frees up your time to focus on your users instead of fixing endless data integrations.

We have **10+ paid products** today, and even if we don't offer it yet, we will eventually.

Our unique approach to building a company has allowed us to attract top talent. Many of our team are former founders. We allow our **small teams** to operate mostly autonomously, which means it's like we're building a bunch of mini startups within an organization that already has product-market fit.

We're going to build every piece of SaaS you need to make your product successful. You read that right. We've already got the world's best track record at delivering them by being the widest with so many customers.

~~Value-based pricing~~ Usage-based pricing

Companies with large sales teams use *value-based pricing* where they try to suss out how much you're willing to spend. PostHog operates more like a utility – we cover our costs with razor thin margins, and we make up for it with scale.

PostHog is always cheaper than the cheapest major competitor, so you know you don't have to compare pricing for each new product.

And because every product has a generous free tier, you can always try it out before paying anything at all. Without talking to sales. Because our pricing is completely transparent.



Our pricing is sustainable because most customers use multiple products

Compliance



✓ SOC 2



✓ GDPR



✓ CCPA



✓ HIPAA

Session Replay

Web Analytics

Product Analytics

Error Tracking

Experiments

Feature Flags

Surveys

Custom dashboards

CDP

Go to app library (34)

Session Replay

Watch people use your product

Explore

RV Envoy

RV search engine

h by brand, model, or feature

ass A with bath |

our advanced search NEW

OverviewInspectorNetwork waterfall

EventsConsoleNetworkCommentsDoctor

11 clicks511 keystrokes0 errors

1loadPageview/

100:00Visited page: Homepage

100:05Clicked div with text "Browse RVs"(Autocapture)

100:05Web vitalsFCP good: 841.00

100:08Clicked h4 with text "Travel trailers"(Autocapture)

100:16Clicked div(Autocapture)

100:21Clicked link with text "More..."(Autocapture)

200:27Pageview/travel-trailers

200:27Visited class: Travel trailers

100:28Pageleave

200:32Web vitalsFCP poor: 5654.00

201:26Clicked path(Autocapture)

Who's using PostHog?

Here are some of our paying customers. (Yes they actually use us, no it's not just some random engineer who tried us out 2+ years ago.)

Shuffle companies

VCs love them	Product engineers love them
YCombinator AIRBUS TRUST Lovablestart engine ResearchGate exaHeyGen	supabase MISTRAL AI ElevenLabs HASURA Raycast PostHog

Customer data infrastructure, built for product engineers

When you're analyzing how customers use your product, you should be operating from *the full set of data*.

This includes customer information that happens *outside your product*:

- payments from Stripe
- exceptions in an error tracking tool
- tickets in your support platform

Having all the data in one place means you can make more informed decisions about what to build next.

PostHog's Product OS isn't just analytics – it's the entire suite of tools built to give you a single source of truth about your customers.

Built-in, Product OS ships with:

- A data warehouse ⓘ
- 120+ sources/destinations
- SQL editor + BI + data viz
- User activity feed (CDP-lite)
- API, webhooks



"How can AI help analyze data and build products faster?"

We have several teams working on AI on a handful of fronts. PostHog AI works across PostHog – and it's *way* more than just generating insights.

PostHog AI helps you automate monotonous tasks of gathering context and summarizing information – and will soon have the ability to make code changes to fix bugs and improve software.

Usage-based pricing

Our whole philosophy is that you shouldn't have to worry about pricing.

All our paid products are pay-per-use with generous monthly free tiers. In fact, 98% of our customers use PostHog for free.

We aim to be the cheapest option at scale – PostHog should be a no-brainer. You never have to "jump on a quick call" with sales.

Here are some examples of how we charge for most popular products:



	Product	Free tier	Pricing (decreases with volume)
1	 Product Analytics	1 million events/mo	\$0.00005/event
2	 Session Replay	5,000 recordings/mo	\$0.005/recording
3	 Feature Flags	1 million requests/mo	\$0.0001/request
4	 Data warehouse	1 million rows/mo	\$0.000015/row