NEWS RELEASE

FOR IMMEDIATE RELEASE

Matomo Analytics launches on the WordPress Directory!

February, 2020 - We're so excited to announce that Matomo Analytics is now live on the WordPress Plugin Directory!

The team has been working tirelessly to bring this to life. Two years it was only a dream and now thanks to all your support and encouragement, it's become a reality!

Thank you to all our beta testers who gave valuable input to improve the Matomo Analytics for WordPress plugin and to the community who were keen to support this option. After hearing all your feedback and making all the necessary fixes, we're proud to release this epic plugin on the WordPress Directory.

How do you get it?
If you have a WordPress website, it's as simple as going to the directory and installing it from there: https://wordpress.org/plugins/matomo/

A step closer to decentralising the internet
"We're here to make it known that power needs to rest in the hands of people and not large corporations. You can rest easy knowing you're doing your part in using trustworthy and dependable tools. Together we're going to decentralise the internet and build a safer online world together." - Matthieu Aubry, Matomo Founder

The aim has always been to give control and data ownership back to the user. With this plugin, you can choose this ethical option while having a complete, self-hosted analytics platform in a few clicks!

As 30% of all websites are on WordPress, we see a huge chance to make a lasting impact by giving people in this market the option to choose an ethical web analytics alternative 💪

By hosting web analytics on your own servers, there's no third party taking ownership and no on-selling of data 👀. When you install Matomo in a few clicks, we're completely out of the picture and you're in full control 🛡️

What can you achieve with Matomo for WordPress?
- Learn who your customers are and discover their needs
- Understand what content works and how engaged your audience is
- Identify which marketing channels give you the highest ROI and invest with confidence in channels that convert for your business
- Explore what you can do with Matomo for WordPress by checking it out on the WordPress directory and installing now!

Install Matomo Analytics - Ethical Stats. Powerful Insights.
We're hoping more people will be empowered to protect user privacy, have access to a great free and open-source tool, and keep control of data in their own hands.

Find out more at our new website: matomo.org

ENDS

Notes for editors:
- Social media channels: Facebook - https://www.facebook.com/Matomo.org/, Twitter - https://twitter.com/matomo_org and Mastodon - https://mastodon.social/@Matomo

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About Matomo:
Matomo Analytics is the leading open-source web analytics platform, trusted on over 1.4 million websites in over 190 countries and in over 50 languages. As well as being a powerful all-in-one web analytics tool, Matomo's mission is to make it possible for people to take back control of their data. By using Matomo, people can trust a platform that holds firm to the values of user privacy, and 100% data ownership, all while having the full benefits of a premium web analytics tool. Visit matomo.org for more information.