# NEWS RELEASE

FOR IMMEDIATE RELEASE

# Matomo's rebrand: our stronger vision for the future

November 21, 2018 - After renaming from Piwik to Matomo in January 2018, Matomo is now officially rebranding.

"We took some time to reflect on what we wanted the future of Matomo to be. We have built an amazing community and now we hope to take Matomo further. On top of being fully committed to protecting Matomo as an open-source project, we are also here to show that as an analytics tool, Matomo can compete with the best of them," says Matomo founder, Matthieu Aubry.

Feedback from the community spurred the team into thinking of ways to deal with the confusion between the two brands: one being the business brand, InnoCraft and the other, the community brand, Matomo.

To address and deal with this confusion the two brands will now co-exist on one new website which will have an updated logo, brand colours and key messaging.

The new website brings in some elements from the InnoCraft site, such as, the cloud hosting and pricing pages, however, all else remains the same. The open-source version of Matomo also remains completely free and can be found in the on-premise section.

"For now, we want to grow the Matomo name. It's largely been associated with the Matomo community but we also believe in it as an analytics product. By referring only to Matomo on the site, it'll make it easier for people to see us as being able to get down to business with a powerful analytics tool, as well as think on behalf of our community."

Matthieu believes the crucial aspect of this exercise has been to think about what kind of impact Matomo will have in the future. Matomo's community and contributors turned Matomo

(formerly Piwik) into the most trusted and leading open source analytics tool in the world, but he says there's now more to be done.

"It's important for us now to feel more empowered to believe in our right to privacy, owning our own data and our ability to act independently of large corporations. With the rebrand, it's our opportunity to reassert our voice and vision."

Matomo's new message is: "A web analytics revolution has begun …" This line will signify a new beginning.

"We came together as a community and built something powerful, a free open-source analytics platform, that kept the integrity of the people using it.

"Once more, we need to come together to build something even more powerful, a safer online society. As Matomo, we are here to champion this cause for privacy and data ownership", says Matthieu Aubry

Find out more at our new website: matomo.org

ENDS

**Notes for editors:**
- For further information on the thought-process behind the rebrand refer to this blog here.
- To get detailed answers from Matomo's founder, refer to Matthieu Aubry's Q&A interview here.
- Social media channels: Facebook - https://www.facebook.com/Matomo.org/, Twitter - https://twitter.com/matomo_org and Mastodon - https://mastodon.social/@Matomo

**Media contact:**
Joselyn Khor
joselyn@matomo.org

**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.