TOOL / FEATURE	FIREBASE ANALITYCS	MIXPANEL	FABRIC ANSWERS	APPSEE	COUNTLY	FLURRY	LOCALYTYCS
EVENT-BASED ANALYTICS	Yes, up to 500 custom events plus automatic events' log. 25 parameters per event a no limit for session.	Yes. Up to 1,500 differents events.	Yes. Includes some predefined events, but custom events are also supported. Up to 3,000 events	Yes. Automatically detects and sends events. Possible to trigger custom events. 200 data points per session	Yes. The limit is 500 events and 100 properties for each event.	Yes. Up to 300 events, with 10 parameters per event; up to 1,000 events per session.	Yes. Standard and custom events with up to 50 attributes each. Up to 150 transactions per second per API key.
AUDIENCE SEGMENTATION	Yes. Well-developed segmentation. Creates an audience after every crash.	Yes. Audience segmentation with custom parameters. Comparison of events between them.	Yes. Segmentation by event and user property. The tool is call Audience Insights.	Yes, but quite limited. Difficult to define your custom segment.	Yes. No limit of the number of segmentations. Plenty number of properties to choose.	Yes, but very limited (10 segments) and slow. It doesn't support retroactive segmentation.	Yes. Based on two events only. There is the possibility of including other filters.
FUNNEL REPORT	Yes. Open funnels, users don't have to complete the previous step in order to be included in the metrics.	Yes. Simple to do it selecting each event to be tracked. It has retroactive funnels which can be defined ahead of time.	Yes. Not too much info, but it's possible.	Yes. Really easy and intuitive to do.	Yes. Up to 8 steps.	Yes. Are based on event occurrence. It takes some days to acquire data.	Yes. Based on events.
REAL-TIME DATA	Not out of the box (had to wait several hours to see them).	Yes. Instant and real-time data analysis.	YES	YES	YES	Yes, but only for up to 5 applications selected in the panel.	YES
HEATMAP & GESTURE RECOGNITION	NO	NO	NO	Yes. Done for every app's screen.	NO	NO	NO
METHODS COUNT	15,110	2,598	2,114	3,281	631	2,014	-
INSTALLATION AND USE	Easy, well-documented.	Doesn't look complicated to do it, but I've read that is quite tricky.	Easy, well-documented.	Easy, well-documented.	Not enough documentation for Android. Easy to install.	Some people found it hard to integrate.	Setting it up was trouble-some for some users.
A/B TESTING	Yes. Can be done with Remote Config easily, but the data is not available in real-time.	Yes. Works like Firebase. Instead of Remote Config, they call it tweeks variables.	Not out of the box, but can be done.	Not out of the box, but can be done.	According to their page, it's possible. Couldn't find any details about it, though.	No information. Looks like it's not possible.	YES
CRASH REPORT	Yes, with Google Crash report. It creates a new audience group when a crash happens.	NO	Yes, with Crashlytics (highly recommended).	Yes. Possible to record the moment just before the crash and to create an audience for the crash.	Yes, creating audiences for it.	Yes. In real-time. It can also log custom errors. It doesn't require other components.	NO
CUSTOMER SUPPORT	Good for paid users.	I've read that it's really good. Fast and efficient.	Couldn't find info.	Couldn't find info.	Yes, really good.	Not good according to what I've read.	Yes, quick and efficient.
PRICING	Free (but you don't own the data).	The free option is really limited ($999/yr).	Free.	Paid. Doesn't say, you should contact them.	Community version and paid version. Is an open source.	Free (but you don't own the data).	Doesn't say. You have to request a demo first.
OTHERS	Easy to integrate with other firebase features. Easy to debug.	Difficult to use (steep learning curve). Really flexible.	Easy to follow.	Pricing is for session. UI detection doesn't work well with fragments screens. SDK can cause crashes.	Open source. You cannot change color on UI (it's said to be quite bad). User tracking. Can be self-hosted. Google API in countly.	Analytic reporting API (to export data).	Complicated for a user to obtain the data. Push notifications.
PLATFORMS	Android, iOS, Web, Unity, C++.	Android, iOS, Web, Unity.	Android and iOS	Android, iOS, Unity, C++ and more.	Android, iOS, Windows, Unity, C++ and more.	Android, iOS, Web.	Android, iOS, Web, Windows, Unity and more.