ALLIED BizTech SOLUTIONS

FIELD GUIDE · 2026

Rebuild Mixpanel yourself.
The plan we follow.

For product teams on 100K to 10M+ monthly tracked users who want to own their funnels, retention, cohorts and event data, and stop paying more every time the product grows.

- → Is it worth it, at your size
- → What to rebuild and what to drop
- → The architecture, two paths
- → Migration and go-live checklists
- → The event model
- → A week-by-week build plan
- → Event modelling, fast queries
- → Where teams get stuck

Mixpanel meters your growth. *ClickHouse charges per byte.*

Product analytics is event storage, a query engine and dashboards on top. Mixpanel meters it, so your product's success becomes a growing line in the finance spreadsheet. Self-hosted, the bill follows bytes stored instead.

SIZE	MIXPANEL A YEAR	REBUILT: YEAR ONE / AFTER	SAVED IN YEAR ONE
25K MTU · Starter	~$300	~$12,600 / $1,000	Stay; or free PostHog Cloud
100K MTU · Growth	~$13,000	~$14,400 / $2,800	Marginal; $10K a year after
500K MTU · Growth + Replay	~$60,000	~$19,400 / $7,800	~$40,600
2M MTU · Enterprise	~$150,000	~$48,600 / $22,000	~$101,400
10M+ MTU · Enterprise Plus	~$420,000+	~$84,600 / $58,000	~$335,400

Mixpanel list prices, May 2026; Amplitude tracks them at every tier, so the same math applies. "Rebuilt" runs PostHog on AWS with ClickHouse and Postgres, managed for $3,000 a year, plus our fixed build price: $11,600 up to 1M MTU, $26,600 (the top of the $18,300–$26,600 scale tier) above that. If your own team builds it, put your engineering cost in that place.

THE RULE OF THUMB

Below about 100K MTU, stay on Mixpanel or use free PostHog Cloud. At 100K, year one is marginal and $10K a year comes back after. **At 500K MTU, the rebuild saves ~$40K in year one and ~$52K a year after.** From 2M MTU, year one alone saves more than $100K.

Who you need

- **A senior engineer** at home with AWS, Terraform, ClickHouse and Postgres. Production-grade ClickHouse ops, multi-tenancy and retention take typically 3 weeks of that person's time.
- **Your product or data lead**, two hours a week: the tracking plan, the boards that matter, the parallel-run sign-off.
- **An owner after launch**: upgrades, ClickHouse capacity, backups and the tracking plan.

02 · SCOPE

Rebuild the 15–25% you use. *Drop the rest.*

PostHog is at parity with Mixpanel on what product teams open every day. The project is moving your events, your funnels and your boards, and leaving the specialist extras to specialist tools.

REBUILD ONE FOR ONE

- **Event tracking**: SDK-driven events and properties, the same JSON shape
- **Funnels**: sign-up, activation, checkout; multi-step, conversion windows, breakdowns
- **Retention**: cohort-based curves, custom periods, by source or property
- **Cohorts and segments**: did X but not Y in the last N days, synced to your CRM
- **Dashboards and alerts**: the boards leadership opens, scheduled to email and Slack
- **SQL queries**: HogQL, backed by ClickHouse
- **Live event stream** for debugging instrumentation

REBUILD, DIFFERENT

- **Boards and reports**: a similar UI, a different layout; 2–3 hours of team retraining
- **Predictive scoring**: churn, propensity and activation scores built in, in a plainer UI
- **Session replay, flags and experiments**: built into PostHog; or FullStory, LaunchDarkly and GrowthBook direct

DROP ON PURPOSE

- **Mixpanel's proprietary ML**: rule-based in the rebuild; a Phase 2 module on your event store if you need more
- **Mobile attribution**: Adjust, AppsFlyer or Branch direct
- **Paid warehouse export**: the data is already yours

ADD WHAT PER-MTU PRICING DISCOURAGES

- No per-MTU fee: user growth is product success, not a vendor tax
- Direct SQL on ClickHouse, and exports to your warehouse
- Feature flags and experiments with no add-on fee

Two paths. *The same funnels.*

For most teams, self-hosted PostHog does the whole job. For unusual data shapes or strict compliance, a custom layer on ClickHouse direct. Pick during the audit; both sit on the same infrastructure in your AWS.

PATH A · 80% OF CASES

PostHog self-host

- MIT-licensed, open source
- Funnels, retention, cohorts
- Session replay built in
- Feature flags and A/B tests
- Monthly releases

PATH B · 20% OF CASES

Custom on ClickHouse

- For compliance or data-shape needs
- ClickHouse and custom dashboards
- Your BI stack: Metabase or Looker
- Joins with your application data
- Slower to ship: start with Path A

SHARED · ALL DEPLOYS

Your infrastructure

- **ClickHouse**: event storage
- **Postgres**: metadata and flags
- **Redis**: session cache
- **S3**: replay payloads
- SSO via your existing IdP

Decisions to make in week one

DECISION	OUR DEFAULT	WHY
Which path	PostHog, unless compliance or data shape rules it out	Parity on day one, with an active community
Where it runs	Your AWS account, with Docker and Terraform	Your data, your residency, your bill
SDK	The drop-in Mixpanel adapter first	Nothing re-instrumented on day one; move to PostHog's SDK as you touch code
History	The last 12 months, through Mixpanel's Export API	Year-on-year funnels work from the first day
The user key	Your database ID after login	One person, one profile, in every report (next page)
Sign-in	Your SSO from day one	Offboarding happens where it already does

License: PostHog is MIT-licensed. Run it, change it and fork it if you ever want to. Keep every Docker file and Terraform module in Git from day one.

Events, people, groups. *A plan for every name.*

PostHog ships its schema, so you do not design tables. You do decide what lands in them: event names, property types, who a person is. Agree the tracking plan before the history import, because every funnel and cohort reads from it.

RECORD · STORE	KEY FIELDS
Events · ClickHouse	uuid, event name, distinct_id, person id, timestamp, properties (JSON), session id, group keys
People · ClickHouse	person id, properties (plan, signup source, company), created at
Identities · ClickHouse	distinct_id to person id: anonymous device IDs merged into one person at login
Groups · ClickHouse	group type (company, workspace), group key, properties
Tracking plan · Git	event name, required properties and their types, owner, version
Cohorts · Postgres	name, definition (behaviour and properties), static or dynamic
Insights and dashboards · Postgres	query, filters, breakdowns, the Mixpanel board it replaced
Feature flags · Postgres	key, rollout, filters, linked experiment
Recordings · ClickHouse + S3	session id, distinct_id, metadata in ClickHouse; payloads in S3

TWO RULES THAT SAVE A REBUILD

Identify with your database ID at login, never with an email: emails change and people share them, and every funnel counts people by that key. **A property keeps one type forever**: a plan sent as "2" today and 2 tomorrow splits every breakdown. New meaning, new property name.

Four weeks, *parallel run included.*

This is the order we build in. Each week ends with something your product team can check, and the third runs both tools side by side before Mixpanel goes quiet.

WEEK	BUILD	DONE WHEN
1	**Inventory and foundations.** List every event, property, board, funnel, cohort and alert; write the tracking plan. PostHog with ClickHouse, Postgres, Redis and S3 in Terraform; SSO.	The inventory is signed off; the team signs in
2	**Ingest and history.** The Mixpanel adapter sends live events to PostHog. The last 12 months come across through the Export API, with identities merged. Daily snapshots on.	Migrated funnels return the numbers Mixpanel shows
3	**Boards and parallel run.** Funnels, cohorts and dashboards rebuilt from your boards; flags and experiments configured. Both tools receive every event for a week; compare counts and key funnels daily.	Leadership's dashboards match, number for number
4	**Cutover.** Mixpanel sending off, the team trained (2–3 hours), the runbook handed over, a restore from snapshot proven.	The product team signs off

AFTER CUTOVER

Stop sending to Mixpanel and keep the account **until your renewal date**, then cancel. Anything older than the imported 12 months stays one click away while the team settles in, and nobody is in a hurry.

The SDK swap

PostHog's drop-in Mixpanel adapter keeps your existing mixpanel.track() calls working unchanged. Start there, then move to PostHog's own SDK as you touch the code. Mobile apps pick the change up with their next release, so ship it early.

Model the events once. *Keep queries fast at volume.*

Installing PostHog is the easy part. Keeping its numbers trustworthy and its queries fast at 500K MTU and beyond is the real work: events your team can count on, and a ClickHouse cluster sized for the questions you ask.

1. **Clean the plan before the import.** Twelve months of history carry every renamed event and every property that changed type. Map old names to the plan during import, so year-on-year funnels compare like with like.
2. **Name events as object and action.** Signup Completed, Invoice Paid: few events, rich properties. Never put IDs, URLs or dates in an event name; each one becomes a new event and a slower query.
3. **Merge identities at login.** Anonymous visits join the person when they sign in. Get that wrong and every funnel double-counts at the signup step, the step leadership watches most.
4. **Make hot properties columns.** ClickHouse reads JSON properties slowly at volume. The few properties your boards filter and break down on every day should be materialised as columns.
5. **Size ClickHouse for the questions.** Long retention windows and wide breakdowns read the most data. Cache dashboards, sample exploratory queries, and add shards and read-replicas when the volume calls for it.

Watch the watcher

Run a small, separate monitor of the stack itself: ingestion lag, ClickHouse disk, merges and query time, Postgres size and the nightly snapshot. When analytics fails, it fails quietly, and a product decision gets made on a gap.

Measure the saving

Track events a month, slowest dashboards and storage by event, next to the AWS bill. Those numbers prove the saving and show which event to trim first.

Move it, launch it, *run it.*

Migration

- ☐ Inventory events, properties, boards, funnels, cohorts and alerts
- ☐ Write the tracking plan and map old event names to it
- ☐ Import the last 12 months through the Export API
- ☐ Merge identities: one person per database ID
- ☐ Rebuild funnels, cohorts and dashboards, most-used first
- ☐ Keep the Mixpanel board name on every dashboard
- ☐ Mixpanel adapter live; mobile release early
- ☐ Run both tools for a week and compare

Go-live

- ☐ Every platform sending to PostHog
- ☐ Key funnels match Mixpanel, number for number
- ☐ The team signing in through your SSO
- ☐ Scheduled reports reaching email and Slack
- ☐ A restore from the daily snapshot proven
- ☐ Rollback ready: Mixpanel one config change away

Running it

- ☐ **Always on:** ingestion and disk monitoring, security patches
- ☐ **Weekly:** new events against the plan, slowest queries
- ☐ **Monthly:** PostHog upgrades through staging first; dashboard review
- ☐ **Quarterly:** cost review, the AWS bill against the Mixpanel bill you replaced; retention review
- ☐ **Yearly:** a restore drill and an access review

Who owns it

Name one person before launch. Product decisions run on these numbers; someone has to answer when a funnel moves and nobody knows whether the product or the tracking changed.

Five ways a rebuild *stalls.*

1. Switching to Amplitude

Amplitude's UX is better than Mixpanel's. Its per-MTU economics are comparable, sometimes higher at scale, plus a migration. The same wrapper question survives.

2. Auto-capture with Heap

Heap's auto-capture is unique and useful. Its per-MTU pricing is comparable to Mixpanel's, and auto-capture creates massive event volume that scales the bill aggressively.

3. PostHog Cloud past 500K MTU

PostHog Cloud is a great option under 100K MTU. Above ~500K, its pricing approaches Mixpanel's, and self-hosting the same code is far cheaper.

4. Google Analytics 4 for product questions

GA4 is free and works for marketing. It lacks what product teams need: funnels at MAU scale, cohort retention, custom event properties.

5. A self-host without the ops

PostHog installs quickly. Production-grade ClickHouse ops, multi-tenancy and retention are typically 3 weeks of senior time. Plan for them, along with the parallel run.

And one that is not a mistake: negotiating

Mixpanel discounts Growth and Enterprise 15–25% on multi-year commits. Do it if the rebuild is a year away; self-hosting keeps 80%+ of the bill at 500K+ MTU, and a discount captures less than a quarter of that.

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RATHER HAVE IT BUILT?

We build this exact plan. *Fixed price.*

The same scope, stack and four weeks, delivered by a senior team that has shipped 250+ products.

$11,600 fixed up to 1M MTU; $18,300–$26,600 for 5M+ MTU on a multi-region ClickHouse cluster; agreed before we start

Live in 3–4 weeks, with a one-week parallel run next to Mixpanel before cutover

Your history comes too: 12 months of events, with your funnels, cohorts and dashboards

90-day warranty, and the Docker and Terraform config is in your GitHub

We can run it for $3,000 a year: monitoring, monthly upgrades and SLA support

alliedbiz.tech/rebuild/mixpanel-alternative

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