🎉 **Thursday, October 16th:** New Campaign Builder with QR Code Generator!

independent analytics

Changelog

v2.16.2

Patch 2.16.2

October 22, 2026

Busiest time of day and week modules use the saved date range

PRO

The Busiest Time of Day and Busiest Day of Week modules in the Overview report were both using 90 days regardless of what date range was selected in the settings.

Page titles in Real-time analytics rendering correctly

PRO

Ampersands and other special characters were getting converted into their HTML character codes when the report refreshed.

Newsletter plugin's submissions not tracking properly

An update to our integration with the Newsletter plugin was causing new subscribers to be saved without their name or email address.

v2.16.1

Patch 2.16.1

October 18, 2026

User Journeys not opening some sessions PRO

The User Journeys menu was failing to open sessions that contained a click event on a link missing the href attribute.

v2.16.0

Check Out the New Campaign Builder

October 15, 2026



New Campaign Builder with QR code generator PRO

We've redesigned the Campaign Builder to make it easier to use and navigate. It also includes a new QR generator, filtering, and the option to export your campaign links to a CSV.

Geographic tracking with Cloudflare integration

We've added a new integration with Cloudflare that you can enable with one click. It lets you track visitor locations more accurately and deletes the MMDB file that Independent Analytics stores in the uploads folder.

✨ OpenAI Ads tracking

Independent Analytics can now track traffic from OpenAI ads independently of regular ChatGPT visitors.

✨ Added an 18 month option to data retention

When enabling automatic data deletion, you can now set it to keep 18 months of data, making for a smaller leap between one and two year's worth of data.

✨ Added filter for modifying IP addresses

It's now possible to use a PHP filter to modify IP addresses before they are used in the anonymous IDs Independent Analytics generates.

✨ Added option to disable favicon fetching

Independent Analytics fetches favicons from your referrers in order to display them in the Referrers menu. You can now set a constant in your wp-config.php file to disable favicon fetching.

✨ Updated the geolocation library

We've updated the MMDB file that Independent Analytics uses to determine visitor geolocations, improving its accuracy.

🔧 Added option to disable Overview report refresh cron job PRO

The Overview report refreshes its data in the background once per hour via a scheduled cron job. It's now possible to disable this cron job.

🔧 Ignore clicks on URLs over 2083 characters long PRO

Clicking on a tracked link that was over 2083 characters long was crashing the click tracking.

Clicks are still tracked even if another script stops propagation PRO

Other scripts could interfere with click tracking if they stopped propagation on a click event.

Ignore form submissions categorized as spam by Gravity Forms PRO

Independent Analytics Pro was tracking some form submissions even when Gravity Forms labeled them as spam.

Submissions for the Newsletter plugin are tracked again PRO

The Newsletter plugin changed the name of the hook used to record submissions, leading new submissions to go untracked by Independent Analytics Pro.

Subdirectory links are tracked regardless of "www" PRO

Internal links that used a mismatched subdomain or protocol vs. the site's settings would go untracked.

More reliable click tracking on old browsers PRO

Click tracking was using a JavaScript function that older browsers do not support.

Email reports always include all data PRO

Email reports could mistakenly show stats for a specific author on the site under certain conditions.

Improved Facebook Ads tracking

Traffic from Facebook Ads should show up more reliably in the Referrers report.

🔧 Daily metrics CSV now works for hourly metrics

If you are viewing a report with hourly data in the chart, the “daily” CSV export now updates to match and supply the correct hourly data.

🔧 CSV exports applying all filter logic

CSV exports were not applying all of the logic from the filters, leading to exports that did not match what was seen in the analytics report.

🔧 The admin cookie to ignore your own visits can delete itself

If you enabled the option to ignore your own activity with a cookie, this cookie would persist even after disabling the option.

🔧 Added option to enable SQL_BIG_SELECTS to resolve errors

SQL_BIG_SELECTS is on by default for the majority of hosts, but some of them disable it, leading to errors that can crash the analytics. This new option lets you set a value in wp-config.php to enable SQL_BIG_SELECTS for all analytics queries.

v2.15.5

Patch 2.15.5

August 20, 2026

🔧 WooCommerce PayPal orders sometimes not tracked PRO

The hook used by PayPal Payments for WooCommerce is different when the “Pay with PayPal” button is used from the cart or a product page, rather than the checkout page. Independent Analytics Pro now monitors this additional hook to track orders.

🔧 WooCommerce Shop page not getting tracked

WooCommerce version 2.11 updated the Shop page so that get_queried_object() returns a page object while still evaluating as a post type archive, creating a unique and unexpected set of conditions, which led Independent Analytics to track the Shop page with a missing title and URL.

Independent Analytics now has a special condition for WooCommerce to handle post type archives that return a page object instead of a post type archive object.

v2.15.4

Patch 2.15.4

August 10, 2026

✨ Minor edit to sidebar

Switched to a support forum link in the sidebar for free users.

v2.15.3

Patch 2.15.3

July 29, 2026

🔧 Fixes for data pruning feature

The data pruning feature was locking the tables and retrying multiple times, which could potentially use up available PHP workers when trying to record new visitors at the same time. It no longer locks tables or retries its queries and has additional safeguards in place to prevent it from running when not enabled due to leftover cron jobs or stale object caching.

v2.15.2

Update 2.15.2

August 4, 2026

🪄 30-minute chart added to Real-time report PRO

You can now toggle the chart between the last 5 minutes and 30 minutes in the Real-time report.



v2.15.1

Patch 2.15.1

July 29, 2026

🔧 Security hardening

Improved URL escaping and stricter rules for allowed HTML elements and attributes in output.

v2.15.0

Introducing Real-Time Analytics v2.0

July 21, 2026





Watch on

Real-Time Analytics v2.0 PRO

The revamped Real-time analytics report includes new features such as live filtering, additional campaign UTM parameters, city-level data, conversions, and the ability to pause the report for deeper analysis.

Form tracking for Breakdance, Core Forms, and Superb Addons PRO

Independent Analytics Pro can now track submissions for forms created with Breakdance, Core Forms, and the Super Addons plugin.

Improved the Solo Report styles on mobile PRO

The Solo Report was difficult to read and use on mobile devices. The design has been improved to make better use of the available space and to be easier to navigate.

🪄 Raised the minimum PHP version to PHP 8

To install v2.15.0, you'll need to use PHP 8.0.30 or later. We see that many users are still on PHP 7.4, but after waiting for 3 years since PHP 8.0's release, it's time to require everyone to upgrade. This allows us to fix the deprecation notices that were beginning to appear and adopt more modern programming techniques in our codebase.

🪄 Added a filter hook to exclude the analytics script on specific pages

You can now use the `iawp_user_excluded_posts` hook to pass an array of page IDs, and the analytics script will be excluded on those pages.

🪄 Added an action hook to output the analytics script anywhere

If you have a page that doesn't call the wp_footer() function, you can now call the iawp_output_tracking_script hook to output the analytics script.

🪄 Added a known referrer for the Google Android app

Visitors who reach your site via the Google app on Android devices were being seen as coming from com.google.android.googlequicksearchbox. These stats are now attributed to "Google App (Android)."

🔧 Click tracking fixed for multi-site installs. PRO

When one sub-site processed its clicks, it would inadvertently delete any temporary click tracking data recorded by another sub-site. This prevented more than one sub-site from recording clicks.

🔧 Geographic charts were black in the PDF exports

The geographic maps have been fixed in PDF exports to include their full colors.

🔧 Stopped making DB queries when admin bar stats are disabled

Independent Analytics was still making the database queries to get the page's view counts even when the admin bar stats were disabled.

🔧 Resolved rare race condition bug

Added preventions for an extremely uncommon race condition that could occur when tracking a view.

🔧 Retry automatic data deletion when it fails

The automatic data deletion now retries the database query up to three times when it fails.

v2.14.10

Patch 2.14.10

May 19, 2026

🪄 Added a new color option for the email footer text PRO

Previously, you could edit the footer background color, but not the text that shows in it. You can now edit both.

🪄 The test email can now be sent to the first email address only PRO

If you've already configured the email report to send to yourself and your clients, you can now choose to send the test email to the first email address only, so it doesn't go to all your clients.

Added detection for nine more file extensions for click tracking PRO

The file extension link pattern can now recognize the following nine extensions: aac, ai, dmg, eps, gz, msi, rar, sketch, and tar.

Switched to a simpler success message for new campaigns PRO

When you create a new campaign with the Campaign Builder, it now creates a much smaller, auto-dismissing success message.

Added page links to the Recent Views module in the Overview report PRO

The Recent Views module now includes a clickable link for every page listed, making it easier to check out the pages your visitors were viewing.

Improved the report loading experience

When you click on a report, the page now loads immediately instead of waiting for the Quick Stats and chart to load. Those are loaded in a second request after the initial page loading, leading to a smoother loading experience that feels faster.

Hid admin notices from other plugins cluttering the Analytics menu

There were a few plugins that showed their admin notices in the Analytics menu, so we hid them to remove the unnecessary clutter on our page.

Added notice if the My Private Site plugin is blocking the REST API

If you're using the My Private Site plugin and have enabled the setting that disables the REST API, you will now see a warning in the Analytics menu notifying you that visitors are not being tracked.

Each integration in the Integrations menu now links to its own page

The Integrations menu lists every plugin that Independent Analytics Pro has a custom-built integration with. Each integration now links to its own page on our website.

The plugin icon didn't always show up when updating PRO

When updating via the **Dashboard > Updates** menu, the Independent Analytics Pro icon would often fail to load. It's now bundled in the plugin so that it will always display.

Visual but with long UTM Source names in the User Journeys report PRO

A long UTM Source value without any spaces could overlap into the Pages Viewed column. It now wraps into a second line if it's too long to fit in one line.

Using the site URL instead of the WP URL in the campaign builder PRO

If your site has WordPress installed in a custom location, this was causing the Campaign Builder to create links that use that URL as the base instead of the site's true homepage URL.

The URLs shown in the Pages report used the WP install location

The Pages report was displaying URLs based on the WP install location, rather than the homepage URL.

Resolved conflict with The Events Calendar plugin

The event category archive pages improperly report as both custom taxonomies and custom post type archive pages. Independent Analytics now detects if pages qualify as both and counts them as custom taxonomies. This fixes the results in the Pages report that show "-" for the title and "http://0" for the URL.

The cookie used for ignoring your activity didn't get removed

The option to add a cookie to your own browser to ignore your activity on the site was working well, but it wouldn't remove the cookie automatically if the option was disabled. It now does.

🔧 The country info tooltip in the world map was getting stuck

Hovering over a country in the world map shows a tooltip with stats from that country. In some browsers, it did not disappear when you stopped hovering over that country.

🔧 Resolved PHP notice about _load_textdomain_just_in_time

This PHP notice was appearing on every page load due to a translation being loaded too soon in the WP startup process.

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eCommerce Analytics

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