



FROM VISITS TO RESULTS

Web analytics without the noise.

Kehai counts what happened. No sampling, no modeling, no cookies. Visitors are salted hashes that expire with the day.

2.5 kB of script, on every page · No cookies · Hosted in the EU

気

ki

air, spirit, mood. The thing you feel in a room.

配

hai

to distribute, to arrange. Putting things in place.

気配 [kehai] noun.

1. A sign or indication that something is present.
2. The faint sense of someone nearby: a sound, a warmth, a shadow, before you turn around.
3. (this product) Traffic, sensed the same way.

THE WORD

Why the product is named after a feeling.

Walk into your kitchen at night and you know someone's there before you see them. A floorboard, a warmth, a change in the air. You'd swear to the presence. You couldn't name the person.

That's kehai, and it's the exact shape of the measurement problem. A site owner needs to know how many people came, where from, and what they did. None of that requires knowing who a single one of them was. Analytics spent two decades collecting the person to count the presence. Kehai counts the presence and lets the person stay in the dark, where they were standing anyway.

The kanji is the mark. The philosophy is the architecture. Everything that follows is the two of them, applied.

IN THIS DECK

Five chapters.

01	Counted without a cookie. Who it is for, how it works, one tag.	05 to 07
02	The panel. Everything it counts, report by report.	09 to 14
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01

CHAPTER 01 OF 05

Counted without a cookie.

Who Kehai is for, how a visitor is told apart without following anyone, and the one tag that does it.

- 05 Built for sites that
- 06 Counted without a cookie
- 07 One tag, no analytics cookies

WHO IT IS FOR

Built for sites that

Answer to a legal team.

No analytics cookie, and a field-by-field inventory of what the script reads that your counsel can actually read.

Run on numbers, not vibes.

Measured reports use recorded events without sampling. Imported history and forecasts keep their own labels.

Respect their readers.

Visitors stay strangers by design. Visitor and visit codes reset at midnight UTC.

Sell things.

Confirmed sales and refunds arrive from the shop itself, so revenue sits beside traffic and agrees with your books.

FOR YOUR LEGAL TEAM Data processing agreement Subprocessors Cookie and storage statement Security, including what is not in place

HOW IT WORKS

Counted without a cookie.

Kehai tells visitors apart with a hash built from things every request already carries, salted daily and scoped to one site. Visits end at midnight UTC, so over a month you get visitor days, named that, because nobody is followed across days.

- 00:00 UTC

The salt rotates.

A fresh random value replaces yesterday's. New visitor codes use the new salt; earlier codes remain in the events already recorded.
- 09:14

A presence appears.

blake3(salt, site, ip, user agent) becomes a4f09c2e. Raw IP addresses stay out of analytics rows.
- 13:02

It returns.

Same inputs, same hash, counted once. On any other Kehai site the same person hashes to something unrelated.
- 24:00

The day ends.

Tomorrow the same person is counted under a new visitor code, in a new visit with its own source.

THE ENTIRE INTEGRATION

One tag. No analytics cookies.

```
<script defer src="https://stats.kehai.io/k.js?site=yoursite"></script>
```

2.5 kB

the whole script, gzipped

0

analytics cookies

1

script on your page, whatever you turn on

Counts initial loads and SPA navigations. Sends with sendBeacon, so it never blocks a click or a close. Query exclusions are enforced server-side: change them in Settings without replacing the tag.

02

— CHAPTER 02 OF 05

The panel.

Everything it counts, then the reports on demo data: overview, realtime, referrers, the bot ledger, and the assistants.

- 09 Everything it counts
- 10 Numbers you can defend
- 11 Realtime
- 12 Referrers and campaigns
- 13 The bot ledger
- 14 AI traffic

THE PANEL

Everything it counts.

Twenty-six reports, one panel, measured and modeled figures labeled. Turn a module off and it disappears everywhere: menu, API, and all.

- 01

No analytics cookies
- 02

Identity scoped to one UTC day
- 03

Measured and modeled, labeled
- 04

A bot ledger you can read
- 05

AI traffic, counted apart
- 06

MCP for your own assistant
- 07

Leave with everything, any day
- 08

EU hardware, EU jurisdiction
- 09

2.5 kB script. One tag.

AND THE QUIETER REST local hour and weekday segments, referrers cut to hostnames, browser and device classes, products and coupons, imports from GA4, Plausible, and Umami, batch reports for BI, five panel palettes.

THE PANEL

Numbers you can defend.

Every visit counted without a cookie, every figure with the rule behind it, on our own hardware in Warsaw.

● counting live since 2026-08-29 · 2.5 kB script · 0 cookies

气配 Kehai

Q Search

Northbound Coffee
northbound.coffee

Overview

Realtime

Behavior

Pages

Events

Traffic patterns

Journeys

Funnels

Web Vitals

Acquisition

Channels

AI traffic

Campaigns

Settings

Tools



1 now



K

Visitor days

8,841 ↗ +24.9%

vs previous period



Visits

10,424 ↗ +24.9%

vs previous period



Pageviews

25,555 ↗ +24.4%

vs previous period



LIVE & TREND

Visitor days

Daily visitors against the previous period.

Annotations

500

250

0

Aug 27

Sep 2

Sep 8

Sep 14

S

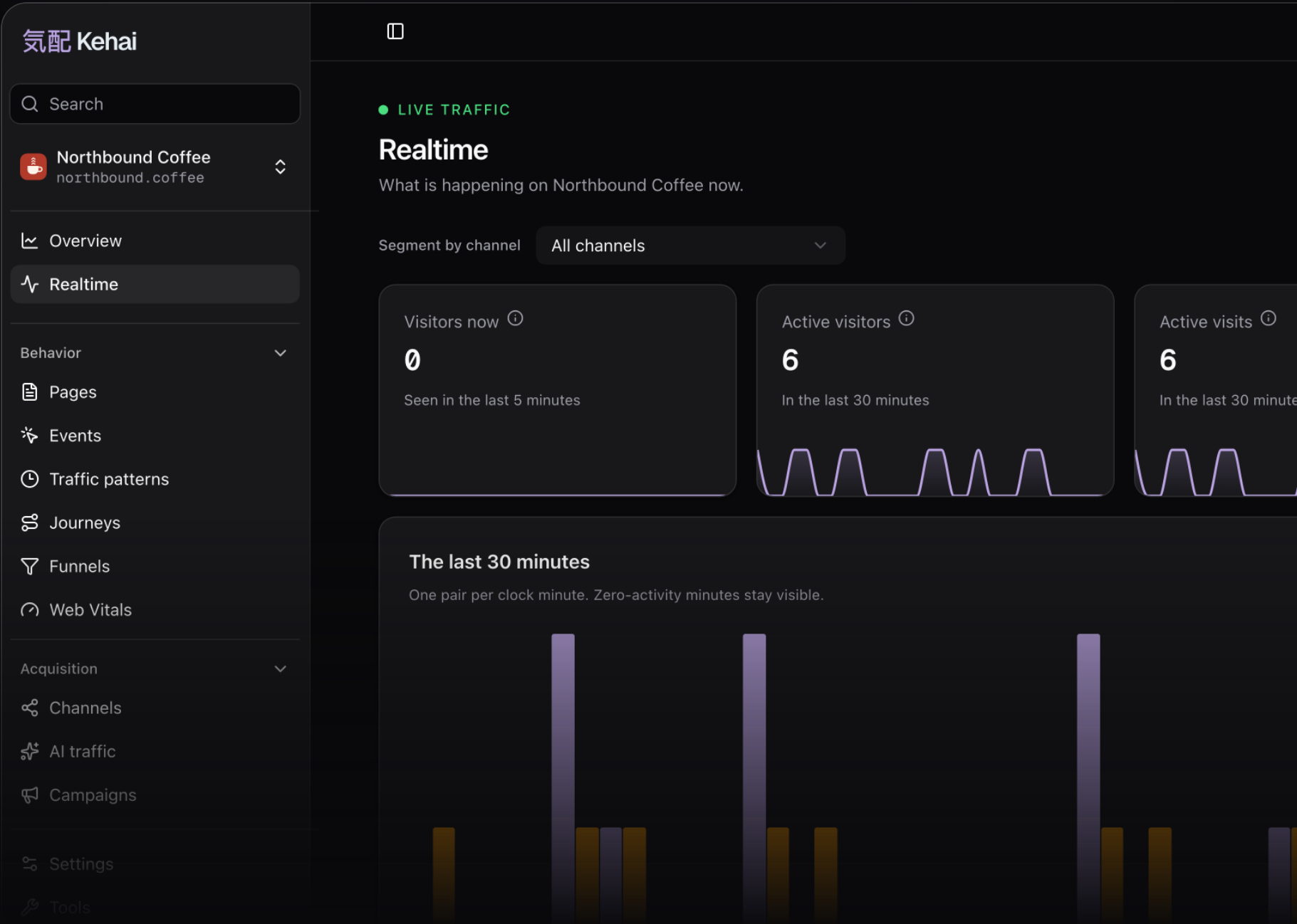
■ This period ■ Previous period

REALTIME

Who is here right now.

A rolling thirty minute window and a five minute
presence count, refreshed every thirty seconds, with no
cookie following anyone.

rolling 30 minutes · views per minute · first-touch channel

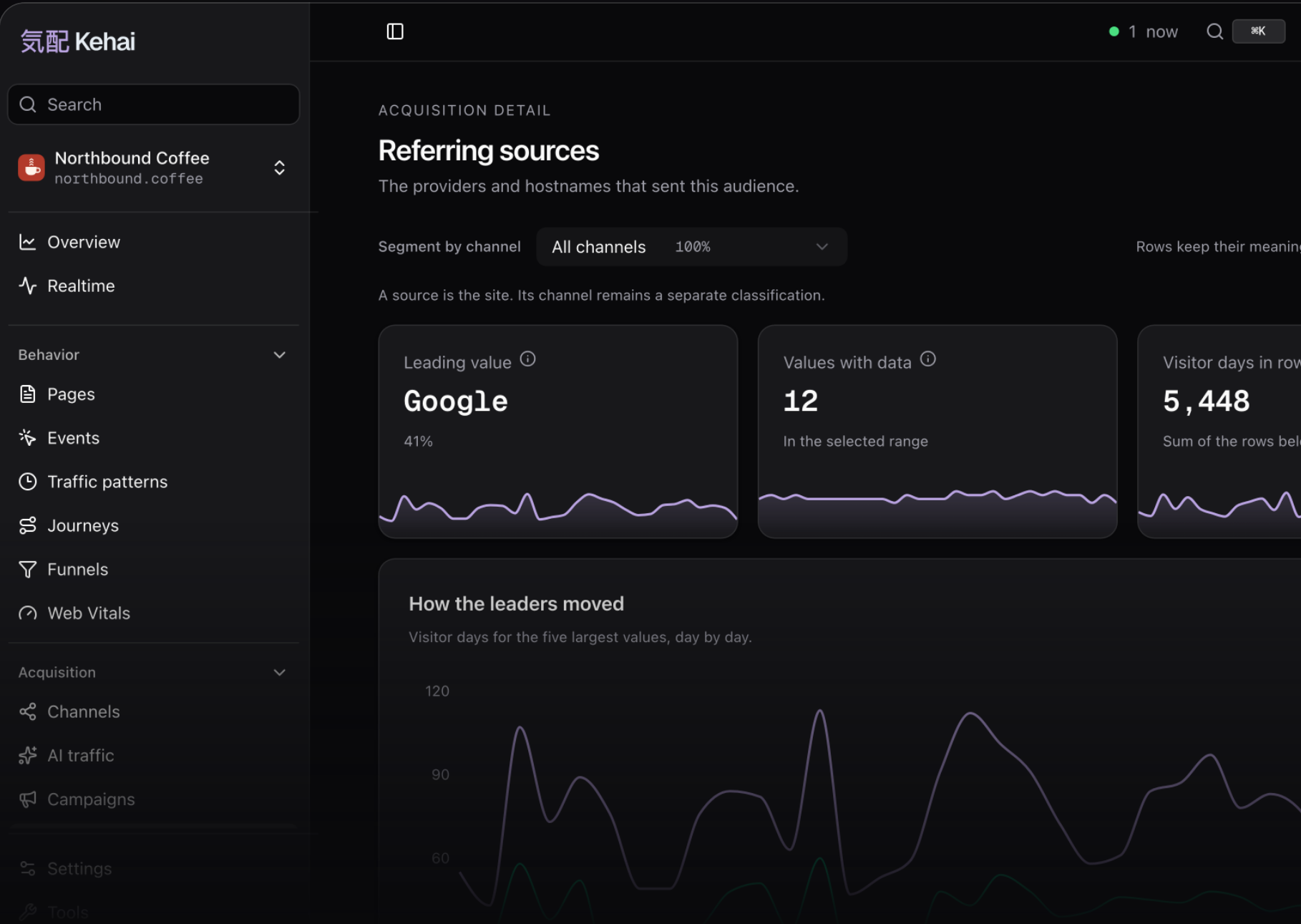


REFERRERS AND CAMPAIGNS

Where visits came from.

Eleven channels, first touch within a visit. Without evidence a visit is unattributed, never direct.

UTM and ValueTrack · tracking links · keywords and ad content



THE BOT LEDGER

Every bot, with its rule.

Classified at intake from the declared device string and kept out of every human metric. Each one gets its own row, with the exact rule that caught it.

declared, never verified · out of human metrics
· included on every plan

气配 Kehai

Q Search

Northbound Coffee

northbound.coffee

Overview

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1 now

Q

K

INTEGRITY

Bots & Crawlers

Audit every automated request excluded before human analytics, from declared crawler families down to the classifier rule that fired.

Date range and comparison apply. Audience filters do not: these requests never entered the human event stream.

Excluded requests ⓘ

1,567 ↗ +5.0%

counted nowhere in human reports

Declared agents ⓘ

12

distinct User-Agent strings

Model-crawler share ⓘ

17.6% ↗ +0.0%

of excluded requests

What the automation declared

Every excluded request assigned to one purpose. Unknown names stay under Rules so the total reconciles.

Models

276

18%

Search engines

702

Link previews

105

7%

Rules

262

The crawler and rule ledgers reconcile: both account for 1,567 excluded requests.

13 / 31

KEHAI.IO

AI TRAFFIC

Assistants, counted apart.

Visits sent by ChatGPT, Claude, or Perplexity land in their own channel, classified ahead of search so they never drown in organic.

ChatGPT · Claude · Perplexity

气配 Kehai

Search

Northbound Coffee
northbound.coffee

Overview

Realtime

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1 now



K

ACQUISITION

AI traffic

See which assistants sent real people, where those visits landed, and whether they behaved differently from the rest of the audience.



People referred by AI

This report begins when a person follows a link from a recognized assistant such as ChatGPT, Claude, Gemini, Copilot, or Perplexity.



AI crawlers are

Model training, ret
[Open Bots & Craw](#)

AI visitor days ⓘ

302 ↗ +30.2%

daily identities referred by assistants



AI visits ⓘ

304 ↗ +30.5%

sessions opened through an AI referral



Share of audience

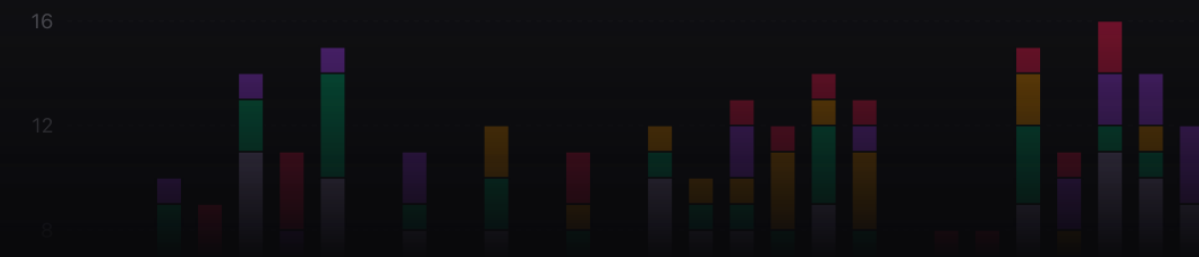
3.4%

of all site visitor day



AI arrival stream

Daily visitor days by assistant. Small providers remain in the table below.



03

CHAPTER 03 OF 05

Money and outcomes.

Revenue from the checkout itself, the one modeled forecast, goals with pacing and alerts, and what Growth adds on top.

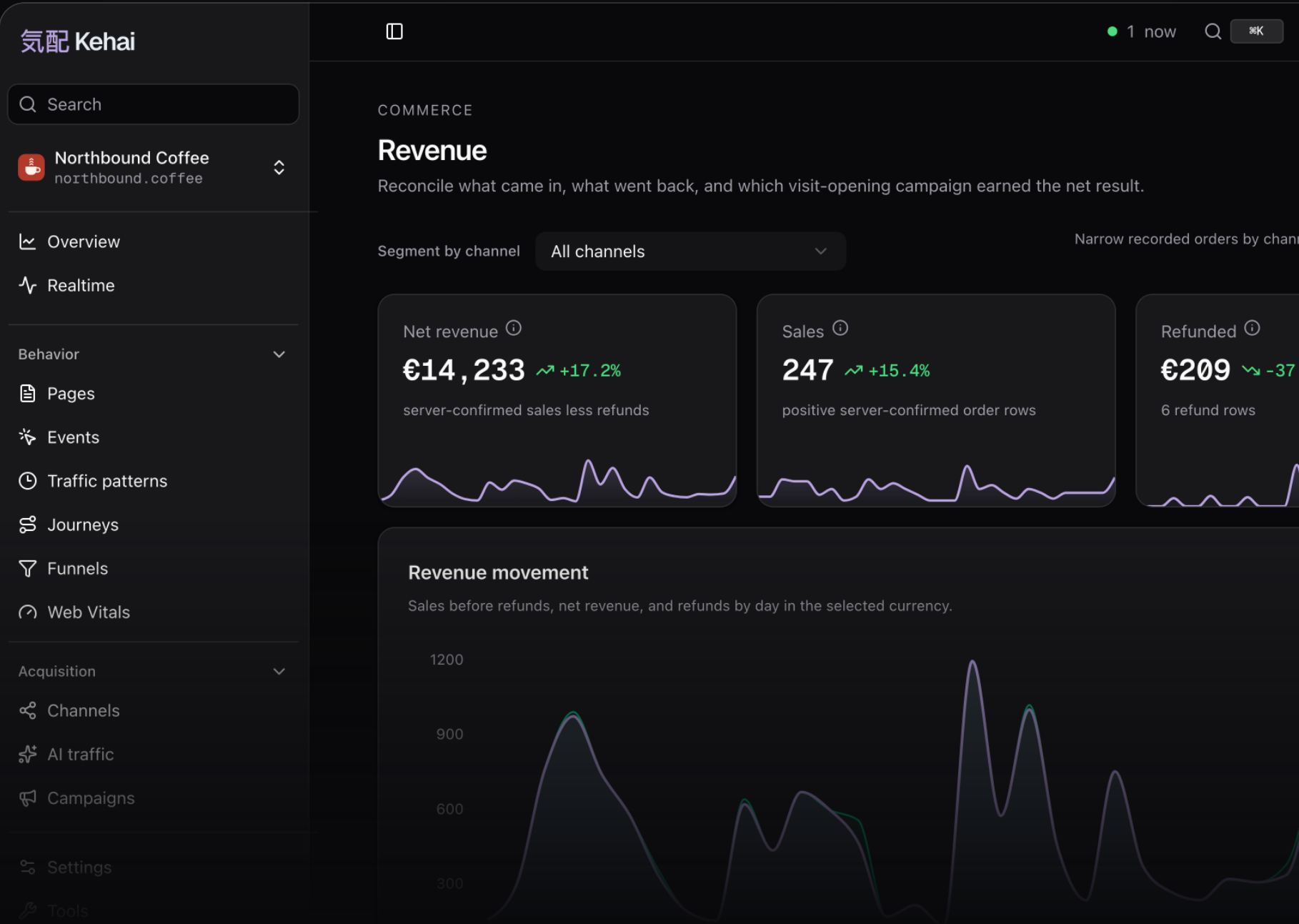
- 16 Revenue from the server
- 17 Forecast
- 18 Goals, pacing, and alerts
- 19 Funnels, journeys, Web Vitals

REVENUE

Revenue from the server.

Confirmed sales and refunds arrive from the checkout itself, each currency kept apart, so revenue sits beside traffic and agrees with your books.

Stripe · WooCommerce · PrestaShop · Wix · Squarespace

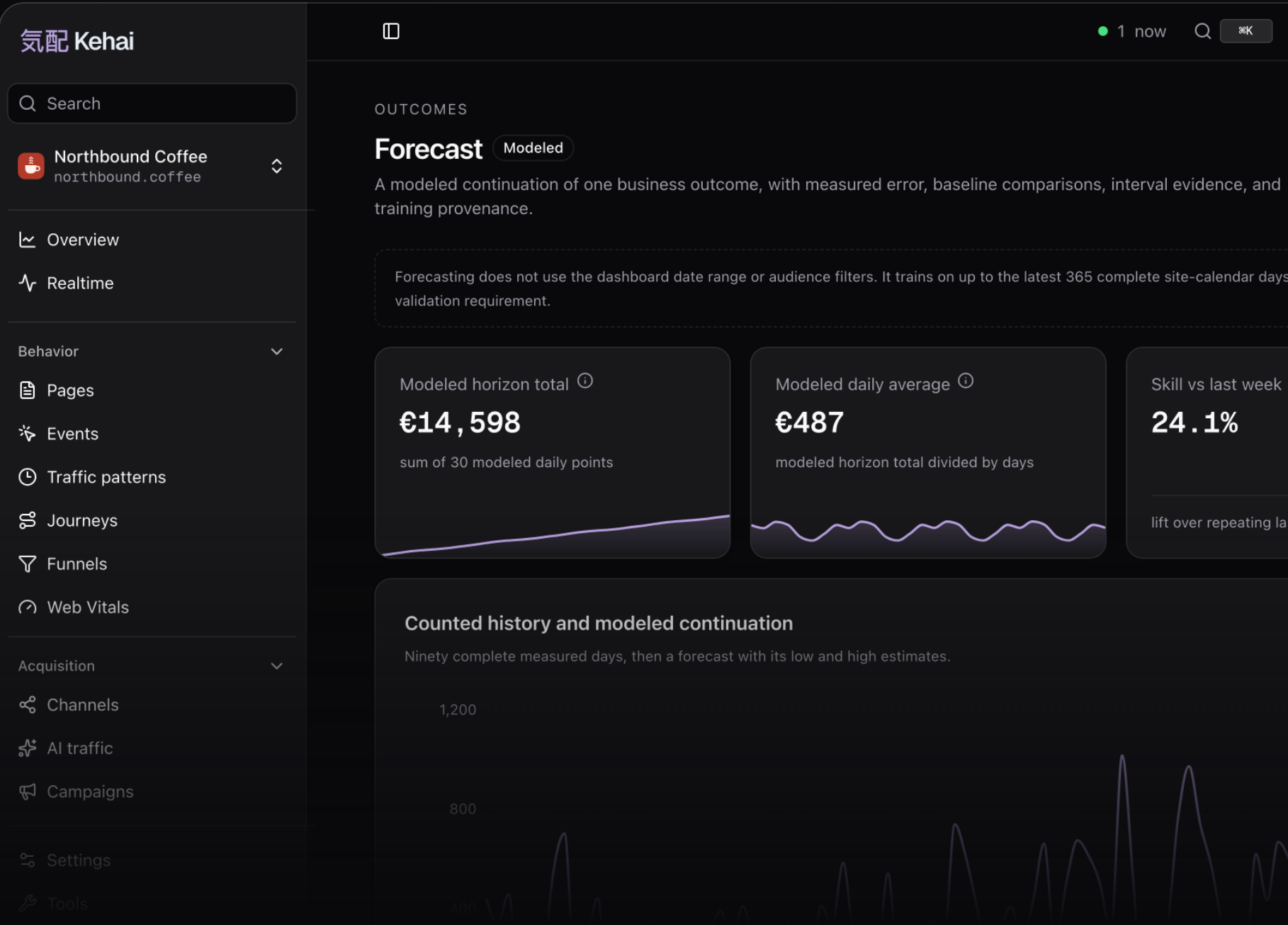


FORECAST

A guess that admits it.

The one modeled surface. Two models compete against repeating last week over your own history, the winner draws the line, and its score ships with every answer.

80% interval · score with every answer · goals or net revenue



OUTCOMES

Goals, pacing, and alerts.

A goal is one business outcome. Pacing is arithmetic against a target you set, not a model. An alert is a heads up, not a warning. All three on every plan.

Goals

An event, a page, or a sale. A goal keeps one identity and one series whether a day was counted by Kehai or arrived through an import.

event · page · commerce

Pacing targets

Are we going to hit the number? Required and achieved run rates against your own target, with status bands, and never a refusal because the history is short.

not a model

Alerts and digests

A spike or a drop against the site's own history, mailed the morning after. Weekly and monthly digests, opt-in per person and per site, an unsubscribe link in every message.

opt-in, never on by default

GROWTH AND ABOVE

Funnels, journeys, Web Vitals.

What Growth adds to the count: where visits go, where they leave, and how fast the page felt while they were there.

Funnels

Two to twelve exact steps, in order, per visit. Saved per site and run against any range and filter, with the drop between each step.

2 to 12 steps

Journeys

Frequent paths discovered from pages, events, or both. Consecutive repeats collapse, so a path reads the way a person walked it.

pages · events · both

Web Vitals

LCP, INP, and CLS from real visits, reported at the 75th percentile per page and per day, against the published thresholds.

good: 2.5 s · 200 ms · 0.1

04

CHAPTER 04 OF 05

Your data, your rules.

History in, everything out, sales from the checkout you already use, and what we will and will not claim about privacy.

- 21 Bring your history
- 22 Leave any day, with everything
- 23 Sales from your checkout
- 24 Privacy by architecture

SWITCHING

Bring your history.

GA4, Plausible, and Umami import as daily series with their own definitions attached. Imported days sit beside Kehai's counts and are never added to them: every day says which tool measured it.

UP TO
10

years of history moved

INTO
26

reports that read it

JUST
1

line for you to paste

STILL
0

extra for any of it

YOUR DATA

Leave any day, with everything.

Export reports or your full site archive on any plan, and send eligible sales to Google Ads by CSV or HTTPS feed. Nothing here costs extra.

01

Every screen, one file.

Each report downloads with every card on it, in the range and filters you were looking at.

ON ANY PLAN

02

REST over every dataset.

The API streams the raw datasets the panel reads, with the same definitions and the same names.

THE SAME 26 REPORTS

03

MCP for your assistant.

One URL, one key, read-only. Your key decides which site and reports it can read.

READ-ONLY

04

The whole site, one button.

A single archive that another Kehai reads back, settings and history included.

NO PAID EXPORT PLAN

INTEGRATIONS

Sales from your checkout.

Stripe

PAYMENTS

One restricted key, one webhook. Subscriptions, Checkout purchases, and refunds arrive on their own. Card numbers never touch Kehai.

WordPress · WooCommerce

PUBLISHING AND SHOP

One plugin for the whole stack: visits on WordPress, confirmed sales and refunds from WooCommerce, configured from one card.

PrestaShop

SHOP PLATFORM

A native module measures visits and queues confirmed orders. Credit slips wait for your confirmation inside PrestaShop.

Wix

SITE BUILDER

A read-only key is all it takes. Confirmed payments and refunds reach your commerce reports on their own.

Squarespace

SITE BUILDER

A site API key brings sales and refunds in, with tax and shipping kept separate from the products.

Server-to-server API

ANY OTHER SHOP

Send confirmed orders and refunds from your own backend. Revenue arrives labeled with its source, like every other row.

— PRIVACY BY ARCHITECTURE

What leaves our servers, and what never does.

Nobody can promise that nothing leaves a server. We say where every byte goes, in documents your counsel can read first.

Raw IP addresses stay out of the analytics database. Rate controls hold them in memory for a few minutes, then they are gone.	No analytics cookie, no identifier in browser storage. Visitor and visit codes start fresh each UTC day.	Cloudflare proxies the intake hostname. Infrastructure providers process the request, and the policy says which ones.	Analytics rows live in Warsaw, Poland. On hardware we run ourselves, under EU law, funded by subscriptions.
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05

CHAPTER 05 OF 05

Getting started.

Four plans that count the same way, Operator for the sites they cannot hold, three steps to a counted visit, the demo, and three things to remember.

- 26 Every plan counts the same way
- 27 Operator
- 28 Live in three steps
- 29 See it yourself
- 30 Three things to remember

PRICING

Every plan counts the same way.

Solo €49_{a month} or €490 a year One site that wants honest numbers 1 site · 2 people 50,000 visits a month 1 year of history	Core €99_{a month} or €990 a year A few sites, with your own events 5 sites · 3 people 250,000 visits a month 2 years of history	Growth RECOMMENDED €199_{a month} or €1,990 a year Funnels, journeys, and a forecast 10 sites · 5 people 1,000,000 visits a month 3 years of history	Commerce €399_{a month} or €3,990 a year A shop, with revenue beside traffic 15 sites · 10 people 3,000,000 visits a month 4 years of history
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Every counting row is true on every plan; the columns differ in capacity and in what sits beside the count. A year costs ten months, and the same figures apply in USD. Operator: more than 15 sites or 10 people, retention up to 10 years, support agreed in your offer, from €999 a month, quoted rather than charged online. Every self-serve plan starts with seven days free on a card; the public demo needs no card.

OPERATOR

When a plan is not enough.

For more than 15 sites or 10 people, a retention window up to 10 years, and support agreed in your offer. From €999 a month, quoted rather than charged online, because a negotiated scope needs a conversation before it needs a card.

- ✓ Everything in Commerce, with volume and seats agreed, not capped.
- ✓ A named operator who knows your setup, with support agreed in your offer.
- ✓ A security and DPA review run with your own counsel.
- ✓ A retention window of your choosing, up to 10 years.
- ✓ Migration done for you, not handed to you as a guide.
- ✓ Availability commitments written into your own order.
- ✓ A quarterly measurement review, in writing.

GETTING STARTED

Live in three steps.

Solo, Core, Growth, and Commerce sign up on the site in minutes. Operator is agreed in a conversation, on the previous page.

STEP

01

Prove the domain.

One DNS record shows you control the site you are about to measure.

STEP

02

Pay through Stripe Checkout.

Monthly or yearly, in EUR or USD. The exact charge is shown before you pay.

STEP

03

Open the invitation.

The owner invitation lands in your inbox a moment later. Paste the tag, and the first visit is counted.

BEFORE YOU DECIDE

See it yourself.

The public demo is the preview: a generated shop on the real software. Nothing in it is a customer, and the film was recorded on the same data.

SIGN IN AT

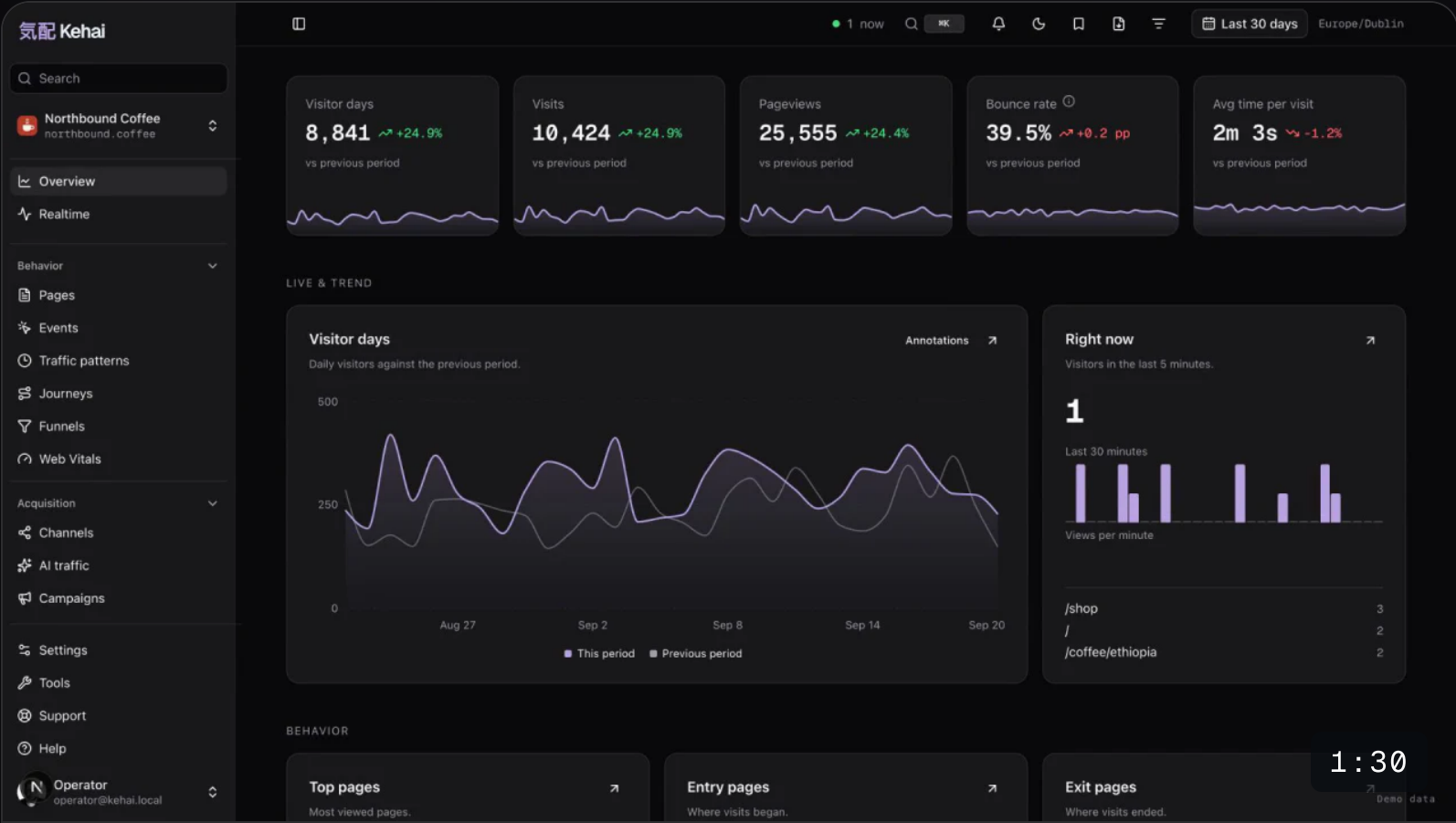
kehai.io/sign-in

LOGIN

demo@kehai.io

PASSWORD

northbound-demo-2026



The film · the panel counting, on demo data watch at kehai.io

BEFORE YOU GO

Three things to remember.

01

Counted, not modeled.

Every number is a recorded event. Imported history and forecasts keep their own labels and never mix with a measured figure.

02

No cookies, by architecture.

Visitor and visit codes are salted hashes scoped to one site and one UTC day. Nothing is written to browser storage.

03

Built and hosted in Warsaw.

Own hardware under EU law, funded by subscriptions rather than by anything it learns about visitors.

GET IN TOUCH

hello@kehai.io

+48 780 607 707

The support address reaches the person who wrote the tracker, the panel, and the documentation. Replies come in English or Polish.



COMPANY

salecki.digital Mikolaj Salecki
ul. Gen. Jasińskiego 11/51
05-500 Piaseczno, Poland

REGISTRATION

NIP 1231052003
EU VAT PL1231052003
REGON 361948200

PRODUCT

kehai.io
Panel at app.kehai.io
REST API, MCP server, exports

HOSTING

Own hardware in Warsaw, Poland
EU jurisdiction. The data processing agreement and the subprocessor list are public on kehai.io.