Amplitude Product Analytics & Digital Optimization System

Leverage product analytics to build better digital products

Why Amplitude?

- **Superb Product Analytics**
  A complete toolset to answer what happened, why and predict what will happen.

- **Highest Team Adoption**
  More built-in collaboration tools and integrations than any other platform.

- **Data Trust & Scale**
  Bank-grade and privacy with a codeless data governance center.

Product overview

Amplitude’s Digital Optimization System connects product data directly to business outcomes. The system is a command center that manages, measures, and optimizes the business value of digital product innovation. Today, digital products don’t just support the business, they are the business, and digital optimization helps teams gain actionable insights into product behavior to help maximize growth.

Product features

**Data Management**

- Streamlined customer event processing
- Enriched, connected data ecosystem
- Flexible data access controls
- Enterprise-grade security and privacy

**Product Analytics**

- Gain a deeper understanding of how customers experience your digital products.
- Enable teams to easily see the complete picture and take faster action.
- Know which behaviors and experiences impact customer and business value.
- Remove all barriers between teams and the insights.

**Personalization**

- Identify for the right users with behavioral segmentation
- Find the right message with predictive personalization
- Automate the right time with real-time delivery

**Experimentation**

- Run better tests
- Scale experimentation
- Configure Experiences remotely
How it works

Amplitude’s platform allows product teams to build better products based on customer’s behaviors. Amplitude allows you to find inflection points and connect them to long term loyalty, creating personalized campaigns & product features which increase conversion and retention.

Differentiators

- Enables you to see the entire digital journey.
- Empowers you to understand and act.
- Allows teams to innovate and tie outcomes.

Additional Resources

- Amplitude’s Digital Optimization System Launches in AWS Marketplace
- Amplitude - AWS Partner
What our customers are saying

“With Amplitude’s Digital Optimization System, we can move faster, experiment quicker, and decrease our time-to-insight in order to improve our product strategy as we grow. We host our platform on AWS, so it is important to our team that we engage with solution providers like Amplitude that are not only solving key pain points for us around personalization and data democratization but also have deep ties to AWS.”

- Assaf Ronen, Chief Product Officer, SoFi

Data Points

- 46% Increase in conversions
- 80% Increase in productivity
- 655% Average ROI

Solution available in AWS Marketplace