



BUILD FOR GROWTH

with the #1 Product Intelligence Platform

Accelerate Product Decisions & Actions that Drive Growth

Understand Your Users

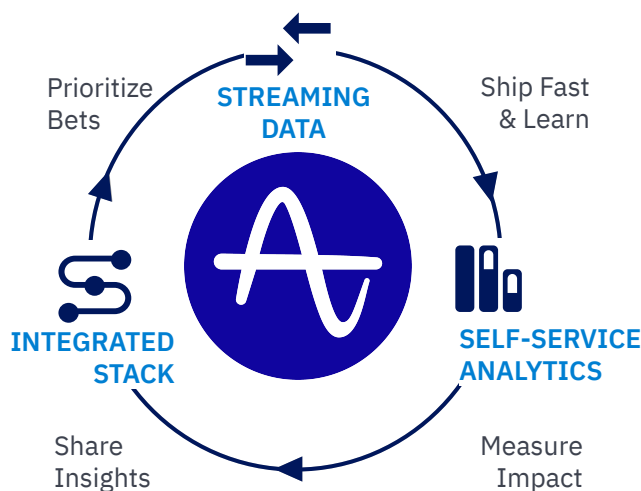
Democratize insights into how your customers experience your digital products.

Improve Product Experience

Enable teams to ship faster, measure impact, and visualize user journeys.

Increase Lifetime Value & Retention

Optimize user paths and personalize experiences to drive to engagement, conversion, and loyalty.



WHY AMPLITUDE?

Find the **right** questions that drive growth

Best-in-Class Analytics

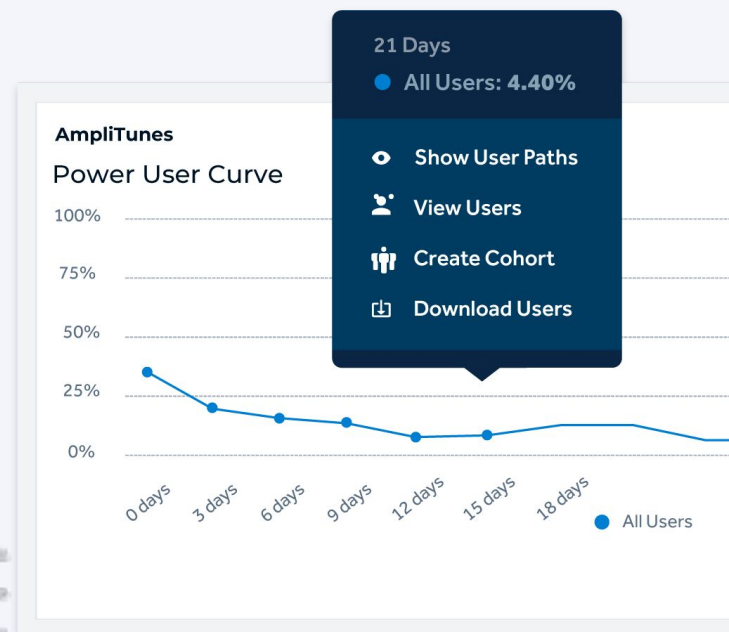
Answer **what** happened, **why**, and **how** to improve outcomes

Highest Team Adoption

#1 in usage with more built-in **collaboration** than any other solution

Data Trust & Scale

Most accurate data with bank-grade security and privacy standards



NBCUniversal

HubSpot



SQUARESPACE

ATLASSIAN

intuit

instacart

CapitalOne

CISCO



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Product
Analytics

Data
Management

Behavioral
Targeting

PRODUCT INTELLIGENCE

Amplitude empowers teams to use their customer behavior data to convert and retain customers.

*“Product Intelligence with Amplitude helps us not only answer what happened, but **why** it happened.”*

Director of Product Analytics, Under Armour

40,000+

Applications

28 trillion

User behavior actions

25

Fortune 100 customers

What is Product Intelligence?

ASK

Product analytics to explore behavioral data

ACT

Align on decisions, integrated across workflows and tech stack to drive action

MEASURE

Tie releases to impact & track users over time

SHARE

Collaborate, manage teams, and govern data in a secure environment

ONE HOUR TO ANSWER —



Why did these users not convert?



How are they different from users who did?



Do new offers or features improve results?



Does this only work for specific items or customers?



How can we get all users to behave like our top retaining users?



How can our insights help other teams?

