



Amplitude

Reviews, tips, and advice from real users



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Product Recap



Amplitude

Amplitude Recap

Amplitude is a digital analytics platform that empowers businesses to understand and optimize customer experiences. It offers real-time insights into user behavior, helping companies identify patterns, measure engagement, and build data-driven strategies to improve their products and increase customer satisfaction.

This platform provides comprehensive analytics, combining data science and machine learning to help teams visualize trends and predict user needs. It integrates seamlessly with various data sources, making it easy to analyze customer journeys, track user interactions, and understand how features contribute to business goals. It also supports cohort analysis to group users based on behaviors, aiding personalized product improvements.

Key features include:

1. **Event Tracking:** Monitor user actions across digital touchpoints to understand engagement.
2. **Cohort Analysis:** Identify groups of users with similar behaviors to personalize features.
3. **Conversion Funnels:** Visualize steps users take towards conversions, highlighting drop-off points.
4. **Retention Analysis:** Track user retention over time to identify loyal customers and measure growth.
5. **Segmentation:** Split data into meaningful segments for targeted analysis and reporting.

Benefits of using Amplitude include the ability to improve customer retention by understanding key engagement drivers, increase conversion rates through optimized funnels, and refine user experiences with more accurate segmentation. This leads to increased ROI as teams can focus on the most impactful improvements.

Amplitude is valuable across various sectors like e-commerce, fintech, and SaaS. It helps e-commerce teams refine product recommendations, fintech companies assess user acquisition strategies, and SaaS firms personalize onboarding experiences.

Pricing is tailored based on usage and features, offering free, growth, and enterprise plans. Customer support includes comprehensive documentation, a knowledge base, and expert guidance for setup, data management, and strategic analysis.

In summary, Amplitude helps businesses analyze and optimize digital user experiences to enhance engagement, conversion, and retention through a robust suite of analytical tools.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Having accessible data which can be easily customized and manipulated by even business stakeholders with less technical knowledge is one of the best things.”



Saurav Bhattacharjee

Senior Business Analyst at Arcteryx

- ✓ “Amplitude has provided a return on investment, helping us improve campaign targeting and raising personalization accuracy by almost twenty-five percent, while saving us a lot of time since I can see the analysis as quickly as possible in the dashboard, resulting in significant time and money saved.”



Verified user

Senior data engineer at a financial services firm with 10,001+ employees

- ✓ “Amplitude has provided almost instant value to our dev team when they are deploying new trackable events and seeing how those events line up before they go out to production.”



Frank Serafine

Data Analyst & Data Protection Officer at WeSalute

- ✓ “Amplitude has impacted my organization positively in a huge way, as everyone uses it to gain insights into user behavior before implementing new features, which leads to massive positive change, data-driven development, lots of learning, and encouragement to use Amplitude in daily work for everyone in the company, not just analysts.”



Nataliia Burmei

Ambassador at a pharma/biotech company with 10,001+ employees

- ✓ “Amplitude impacts my organization positively as it serves as a central point that allows everyone within the organization to speak the same language of data.”



Alex Savage

Technical Co-Founder at Crankshaft.ai

- ✓ “Amplitude is a perfect product that will always fulfill all the data-related needs that your company has, and I would suggest anyone to go for it.”



Chinmay Chinmay

Data Science Engineer at BeboBee, Inc.



“Thanks to the Amplitude dashboard, we could access all the proper data, and regardless of which team or which part, all teams' decision-making became based on the data extracted by Amplitude, which contributed to a positive data-driven cultural movement.”



Verified user

Growth Marketer at a computer software company with 51-200 employees

What users had to say about valuable features:

“The best feature Amplitude offers is the ability to track metrics without having to specify them ahead of time.

“This flexibility helps me in my day-to-day work because it saves time.

“Amplitude has positively impacted my organization as it allows us to make decisions based on data and iterate faster.

“It has helped me iterate faster by using Amplitude to measure the results of AB tests, which enables us to de-risk features and ship value to customers..”

Verified user

CEO at a tech vendor with 10,001+ employees

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“The best features of Amplitude are that it's a database with a visualization layer on top of it; at a foundation level, that's what it is. You can do anything with that, and there's a whole toolkit available. One feature worth noting is abnormality detection, which can detect abnormalities in metrics over time and can trigger alerts or emails to notify the necessary parties when an issue arises, such as a spike in users trying to log in but failing, indicating potential failures in the authentication part of the product.

The abnormality detection feature helps my team respond to issues or improve our product by alerting us to critical failures in the application that might otherwise go undetected; while ARM tools may catch more technical failures, some failures are only detectable through user behavior analysis. Amplitude impacts my organization positively as it serves as a central point that allows everyone within the organization to speak the same language of data..”

Alex Savage

Technical Co-Founder at Crankshaft.ai

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Amplitude offers excellent features including behavior level analytics, as well as funnel analysis and cohort analysis, which are very easy to access and visualize. Cohorting is something that other BI tools cannot do natively, and that is the main feature I value about Amplitude.

The cohorting feature specifically helps in my day-to-day work by allowing me to understand where the drop-off points are. Funnel analysis shows me what the customer journey is and what the retention rate looks like. When my task was to create a unified event analytics pipeline, I used Amplitude for real customer behavior insights, which made it easier for me to grasp the basic idea about the customers and the data. The dashboard shows real-time funnel and retention curves and marketing insights such as MTA, which improves campaign targeting and raises personalization accuracy.

Amplitude has positively impacted my organization by providing better behavior level analytics individually, which other BI tools cannot do natively. It has helped the product teams or my team to make faster decisions without relying on engineering for every question.

Since I can see everything in Amplitude dashboards, it helped the product teams to make quicker decisions to understand the drop-off points. For example, if someone added something to the cart and did not purchase it, I can understand the retention of that customer and that product, making it much easier to make decisions without relying on other engineering teams for data and approvals. For ad-hoc analysis, it is much better. .”

Verified user

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Senior data engineer at a financial services firm with 10,001+ employees

I think the best feature Amplitude offers is its data visualization capabilities. As a subject matter expert who has been working on it for seven to eight years, I consider Amplitude to be the closest any application software gets, and it just makes life easy for developers as well as people with less developer experience. Even for product managers who do not have data visualization development experience, they can navigate very easily, and so is the case for any other stakeholder. That is the best feature.

What stands out about Amplitude's data visualization compared to other tools I have used is the easy integration with clickstream data. It was seamless for that data to be loaded into Amplitude, with a good volume that easily loads onto Amplitude without having to create intermediate tables, which was the case with Tableau. Everything on top of that is easy usage and functionality because we used to do it on Chrome without needing a desktop server to create data visualizations. This entire package is really robust.

“Collaboration was a significant part. What improves collaboration is the self-serve functionality, which was a big deal for PMs to have access to just that data and also the base layer of how that data is structured, which connects to clicks that every report refers to. Business stakeholders can pull different cuts and slices without relying on analytics, which is usually quite loaded with tasks. That was the best thing, as collaboration allowed business stakeholders to attempt to go through the reports and create their own reports, which was beneficial.

“I notice faster decision-making for sure, as business stakeholders could themselves get their own reports. .”

Saurav Bhattacharjee

Senior Business Analyst at Arcteryx

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The best features Amplitude offers are the cohort features, because it gathers all the data of all the single users who visit our websites or application, and then they can automatically make some cohorts in ways we couldn't imagine. This allows us to make really good decisions that would have been difficult without Amplitude.

I liked the automatic grouping of the cohort features, and we can classify all those features and then organize them really easily, allowing us to see and understand all the similarities and features of those automatically made cohorts.

“Recently, I am not using Amplitude anymore in my actual work field, but I had a chance to use the current demo version, and its newly added AI feature looks really cool and convenient.

“When I was using Amplitude, it really helped our decision-making, not only in marketing but also in terms of the product, and the websites and application as well, because Amplitude's key feature gathers and analyzes the reports of user behavior. We can easily find all the similarities and the keys to success or failure through those reports, making it really useful.

“When I heavily used Amplitude while being in charge of CRM marketing, I couldn't share exact numbers but I wanted to see the patterns of users who came back when they churned from our websites. For example, the cohort who bought a specific category of products or who disconnected after a year, after seeing our reactivation campaign, tended to be more likely to come back to our service. Based on proof submitted by Amplitude, we could create new CRM campaigns, which were really highly effective. .”

Verified user

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Growth Marketer at a computer software company with 51-200 employees

The best features Amplitude offers are useful dashboards that I set up easily from a user journey perspective, as well as a single point to understand one event. I appreciate how it integrates with other systems and all the insights you can drill into, giving you a lot of information for one of the users. You can see not only how they use the product but also which platforms they are on and which areas they are using. All those details help a lot to understand users from a holistic point of view.

The dashboard setup is easy to discover for a newbie; although sometimes over time, it gets complicated. Last year's release or UI redesign got a bit more confusing on how to make one or the other dashboard. In general, you have user paths, so there are two or three main paths to go through, which was good to understand. For integrations, we integrate with tools such as Slack and other monitoring tools as well as our SDK for our apps, allowing us to send events from our applications to Amplitude.

“Amplitude offers a lot of features. I'm not an analyst to use all of them; I'm a quality software engineer, so I'm sure I didn't use all of them. For me, it was enough. From my perspective, the simpler, the better, so I can quickly leverage the features. Analysts might do more complicated things, and it was also useful; I remember you can use different queries if you need to find information very quickly, which was useful.

“Amplitude has impacted my organization positively in a huge way. Everyone uses Amplitude if they want to have some learnings before implementing new features. It is used during software implementation to gain insights into understanding user behavior, which is massive for debugging issues. You can find the user, see where they're coming from, and what went wrong. So it is absolutely the same as on monitoring. Everyone in the business adopts data-driven development, and Amplitude is one way to understand that data and user behavior, which backs up everyone's work. This leads to a massive positive change, positive attitudes, lots of learning, and encouragement to use Amplitude in daily work for everyone in the company, not just analysts.

“A specific outcome and metric that show Amplitude's impact is when I have a dashboard monitoring users logging into an iOS app for a particular release. I want to monitor, hypothetically, and it is useful if the chart is going smooth and the

adoption of the new version is going up, which means things are going well for users. The version is out there, downloaded, and people can log into the app. If we can see previous app behavior, it indicates that if people downloaded the new app version, the previous one is going down. If things aren't going well, such as people can't log in or aren't adopting the version much, we drill down to understand what happened. Mostly, we monitor new feature adoption or existing core parts of the business functionality on a daily basis, having Slack channels notify us if anything goes beyond the threshold. This helps us spot lots of bugs, such as personalization that we thought some segments of people would get, but they were not getting it, allowing us to fix our personalization because we had insights and understood what segment of people did not get what we expected. .”

Nataliia Burmei

Ambassador at a pharma/biotech company with 10,001+ employees

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Other Solutions Considered

“I switched from relying primarily on Google Analytics Four due to Amplitude's ability to provide real-time data and in-built A/B testing functionality..”

Deepak Prajapati

Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

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“We attempted to use their screen recording and session recording capabilities as a replacement for a previous vendor, and we found that the functionality they offered did not stack up to the previous vendor..”

Frank Serafine

Data Analyst & Data Protection Officer at WeSalute

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“I have used a number of tools in the space and the last one was Google Analytics.

“I switched from Google Analytics to Amplitude because of the ability to see events without programming them ahead of time..”

Verified user

CEO at a tech vendor with 10,001+ employees

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ROI

Real user quotes about their ROI:

“In Amplitude, clients can leverage existing models like the linear model and first-click model to compare their campaign performance based on specific requirements..”

Deepak Prajapati

[Read full review](#) 

Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

I didn't see a proper return on investment in terms of money, but thanks to the Amplitude dashboard, we could access all the proper data. Regardless of which team or which part, all teams' decision-making became based on the data extracted by Amplitude, which contributed to a positive data-driven cultural movement.

Verified user

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Growth Marketer at a computer software company with 51-200 employees

Amplitude has provided a return on investment. It has helped us improve campaign targeting and raised personalization accuracy by almost twenty-five percent, and it has saved us a lot of time since I can see the analysis as quickly as possible in the dashboard, resulting in significant time and money saved.

Verified user

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Senior data engineer at a financial services firm with 10,001+ employees

“I have seen a return on investment with Amplitude, saving about 120 man hours per month for a specific report that needs to be created and generating revenue by creating a product where Amplitude is the foundation..”

Alex Savage

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Technical Co-Founder at Crankshaft.ai

“It is worth it because it collects high-quality data. For "cost efficiency" or "worth the money." What you give and then what you get. If I have to evaluate based on that, then it's like an eight out of ten.

It gives a good amount of utility for the cost we pay, like scalability and user-friendly features. Most of the things are user-friendly.

Overall, you can get a good experience working with it, even though it's a little higher on the pricing. If you're considering whether it's worth it in terms of money, you should look at your scalability needs.

If you anticipate that your data volume is going to increase a lot, then you have to consider the packages they offer. It's more of an analysis that you have to do based on your particular use case. .”

Shivendra Pratap Singh

Senior Software Engineer at Zeta

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Use Case

“My main use case for Amplitude is to use it as a dashboard to view my business metrics and measure results of AB test experiments.

“A specific example of a metric I have tracked recently with Amplitude is the number of new paid users on my site, as I look at a chart in Amplitude..”

Verified user

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CEO at a tech vendor with 10,001+ employees

As a growth marketer, product analytics tools like Amplitude are a powerful weapon for marketers, allowing us to see all user funnels from acquisition to churn and retention. It was really easy to find the whole user's behavior from start to finish.

As a marketer, the constant question is how we make our customers buy something, or if they already buy something, how can we encourage them to buy more again? We could make some cohorts with Amplitude and then see the patterns and the similarity of the users who are willing to buy our products, which could be really helpful to develop new marketing strategies aimed at those kinds of similar cohorts for our potential users.

“That was my main use case with Amplitude. .”

Verified user

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Growth Marketer at a computer software company with 51-200 employees

My main use case for Amplitude is for data extractions from multiple sources, and I have used Amplitude in my recent project at Citi. Data extraction and behavioral analytics represent my primary use cases.

A specific example of how I used Amplitude in my HCT project involved using Amplitude exports to derive behavioral features like session frequencies and feature adoption, which boosted customer retention predictions. I used Amplitude to extract user engagement data and enrich predictive analytics with behavioral insights.

Besides data extraction and behavioral analytics, my other use case is enabling product and customer analytics. I generated clickstream, CRMs, and transactional data sets into Amplitude to measure user journeys, funnel drop-offs, and retention trends, along with marketing attributes.

My company provided me with access to Amplitude through their purchase. .”

Verified user

[Read full review](#) 

Senior data engineer at a financial services firm with 10,001+ employees

“My main use case for Amplitude is user behavior analysis within products.

For user behavior analysis within my products using Amplitude, I can see how users are interacting with the product, specifically how they're using it, splitting them up into different cohorts to find out which users are converting to paid subscribers and which users are not, and identifying the behaviors of those that are converting to paid subscribers to understand the behavior to drive in the overall user base to increase conversion rate.

In addition to user behavior analysis, my main use case with Amplitude includes finding bugs in a system and conducting cohort analysis, using it to AB test feature flags and various features in a product to identify how the subscription rate, or conversion rate, has increased based on different variants, along with sending out surveys to users and analyzing that data, creating audiences of data for advertising purposes and reselling it as well. I have used Amplitude at many different companies as a data or director leader over the last seven years across 10 different products..”

Alex Savage

Technical Co-Founder at Crankshaft.ai

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My main use case for Amplitude is to set up analytics dashboards for monitoring and understanding user behavior and spotting issues and bugs when we release software.

A quick specific example of how I used Amplitude for monitoring user behavior or spotting issues is when we want to release feature A and have the user stories that incorporate events, which pop up on the Amplitude dashboard. From that perspective, I could see the adoption, see if expected users have expected features, and if we see some spikes or drops, then we understand something went wrong. From the technical perspective, we monitor our API endpoints, seeing both successful and error responses, and we can set up alerts if something goes wrong to track down details and figure out what went wrong.

“My main use case is very useful for exploratory testing, understanding user behavior, and feeding back into testing techniques and the software development life cycle. Things that we could miss during planning, things we are not aware of, we feed back, implement them, and see how it goes moving forward. .”

Nataliia Burmei

Ambassador at a pharma/biotech company with 10,001+ employees

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My main use case for Amplitude, which relates to my main job role, is analyzing data. That involves creating dashboards, connecting click-level data sources to Amplitude, and then consuming reports and creating analyses for stakeholder-facing reports, which would be consumed by company leadership, the analytics team, product managers, and others.

A specific example of a dashboard we built with Amplitude is a click-level report that I created recently when I was with TurboTax. We made it to study the clicks on every page. Essentially, what we visualized was a Sankey chart of how people are moving through pages. Since we changed the entire product stack, it was important for us to verify where the drop-offs were. Eventually, we moved the idea of a Sankey chart to a drop-off chart where we studied the bounce rate for each page, and we had a bar graph showing the number of people on one page and throughout their journey, where people dropped off. That drop-off report was a big project, and I think that helped the team recognize what the bottlenecks were and what the problem areas were in the product.

“The reaction from our team and stakeholders to the findings from the drop-off report was that it had already been discussed with the major stakeholder product managers, so it was a requirement we mutually discussed and came to. Since Amplitude has incredibly easy functionality for accessing the past year of data, it became a tool that even the PMs could play around with, allowing us to leave them to self-serve. That acted as a big positive for us in the analytics team because the more our stakeholders use self-serve reports, the less work it is on our shoulders. That was especially great from the PMs because we could reconcile our Amplitude data with other data sources, such as the Databricks data lake, in a short span of time. Changes were made right from UX level changes on the pages to broader decisions on whether we need to clamp down on the entire tax filing experience. .”

Saurav Bhattacharjee

Senior Business Analyst at Arcteryx

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup involves understanding the client's business needs and KPIs. An event taxonomy is created before development begins, ensuring no direct changes are made to the production environment to avoid data noise..”

Deepak Prajapati

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Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

“Setting up Amplitude initially can vary in complexity. If you have all the necessary information, like event IDs and customer lists, and your requirements are straightforward, it's relatively straightforward. However, the complexity increases with more variables and larger datasets, making it a bit more challenging to work with..”

LeslieTaylor

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Consultant at Pyramid Consulting

“I didn't have much difficulty with integration or setup because I had the required documentation.

They already had steps for installing the Amplitude SDK and the initial setup with the API key, so it wasn't challenging.

Deployment time: It would have taken a couple of days..”

Shivendra Pratap Singh

Senior Software Engineer at Zeta

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Customer Service and Support

“The customer support is exceptional. They also make themselves available in a Slack group. You can pursue answers whichever way you would prefer through the normal support routes or you can source it from the community that they offer on Slack..”

Frank Serafine

Data Analyst & Data Protection Officer at WeSalute

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“I would say customer support is adequate. It is neither too good nor too bad. I think there could be live chat support for different types of charges or solutions that would be more helpful, but the current support is fine. It is not too bad and certainly not perfect..”

Chinmay Chinmay

Data Science Engineer at BebopBee, Inc.

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“Though I had a call with Amplitude Analytics support, the representatives lacked technical knowledge. I resolved most issues through the online community and did not raise any further technical support queries..”

Deepak Prajapati

[Read full review](#) 

Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

“The solution's technical support team is very helpful, and we get timely responses from them. Whenever we face issues with the solution, we directly send an email to the support team. The support team immediately raises a ticket and tries to resolve it as soon as possible..”

Suraj Chandak

[Read full review](#) 

Technology Associate at Western Union

“The customer service and support were responsive and had multiple channels for interaction, such as email, chat, and phone. They responded in a timely manner, especially through email.

However, they didn't offer 24/7 support, which would be more useful..”

Shivendra Pratap Singh

[Read full review](#) 

Senior Software Engineer at Zeta

Other Advice

“My advice to others looking into using Amplitude is to try it. My company does not have a business relationship with this vendor other than being a customer. I would rate this review an 8..”

Verified user

CEO at a tech vendor with 10,001+ employees

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There are currently really good product analytics tools, and some are free, but if you want to analyze and see really proper data, especially as a CEO wanting to encounter the truth of your own data, I highly recommend using Amplitude regardless of the cost; it's powerful, stable, and has been approved by many companies worldwide. I gave this product a rating of nine out of ten.

Verified user

Growth Marketer at a computer software company with 51-200 employees

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My advice to others looking into using Amplitude is to understand what you want to get, what your main goal is because Amplitude can offer a lot.

I have a very positive experience with Amplitude. I enjoyed it a lot in my work. I don't use it now, but I hope to have a chance to use it in the future. I would rate my overall experience with Amplitude a nine out of ten. .”

Nataliia Burmei

Ambassador at a pharma/biotech company with 10,001+ employees

[Read full review](#) 

The advice I would give to others looking into using Amplitude is to start using this tool because other BI tools cannot do everything, and the dashboards with live dashboarding are superior. This is the better tool available in the market, so I would advise opting for Amplitude.

I really appreciate using Amplitude; it is a nice addition to my projects, and it helps me make faster decisions. I give this product a rating of nine out of ten. .”

Verified user

Senior data engineer at a financial services firm with 10,001+ employees

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“The advice I would give to others considering Amplitude depends on the person; if they know what they're doing, I would suggest doing event-based pricing because it provides more control versus user-based pricing.

I could go down any path, and I understand you may have some script that you want to follow, but if there's something more specific that you're after, then I would have some insight. I have used Amplitude in nearly every way possible, even in ways that they don't advertise because Amplitude doesn't know you can use it that way. I have worked closely with the founders to get features off the ground for Amplitude, and I have alpha tested every feature, or beta tested, whatever you call it, so I know it inside and out. My overall rating for Amplitude is eight out of ten..”

Alex Savage

Technical Co-Founder at Crankshaft.ai

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I did not work a lot on the integration side of Amplitude, so the data engineers worked on integrating clickstream data, and my problems revolved around reconciling this clickstream data on Amplitude with the Databricks data. It made for a tiresome experience because essentially they should be the same, but they were not due to different reasons on the data engineering side. I did not really integrate Amplitude with other tools per se.

Amplitude's security and access controls are completely in-house, and organization-wide accesses were provided right when we onboarded onto our analytics roles, so that was never a problem. Access controls were also straightforward, and we did not have any issues there.

“Managing data privacy and compliance requirements with Amplitude was easy. As far as I remember, the challenges with data privacy and compliance requirements did not raise any issues flagged at any point by the data engineers or the Amplitude admin. We could seamlessly use the data from an analyst perspective.

“We did not use the mobile app, so I cannot comment more about it.

“I would describe Amplitude's reporting and analytics capabilities compared to other tools I have used as really good. I would say it is on par or just shy of Tableau, which, for me, is the best tool in the market, so it is right up there.

“I went through the training resources and documentation when I joined in 2019, and as far as I remember, they were useful. The training may have included videos or articles, but I do not fully recall. The prompts on the website and the nudges were really helpful.

“My advice for others looking into using Amplitude is that if it is clickstream data, Amplitude is likely the best option. Having accessible data which can be easily customized and manipulated by even business stakeholders with less technical knowledge is one of the best things. I rate Amplitude an eight because the changes I mentioned, including longer data retention, easier integration with [AWS](#) data sources, and a better focus on error logs, would make it a ten for me. .”

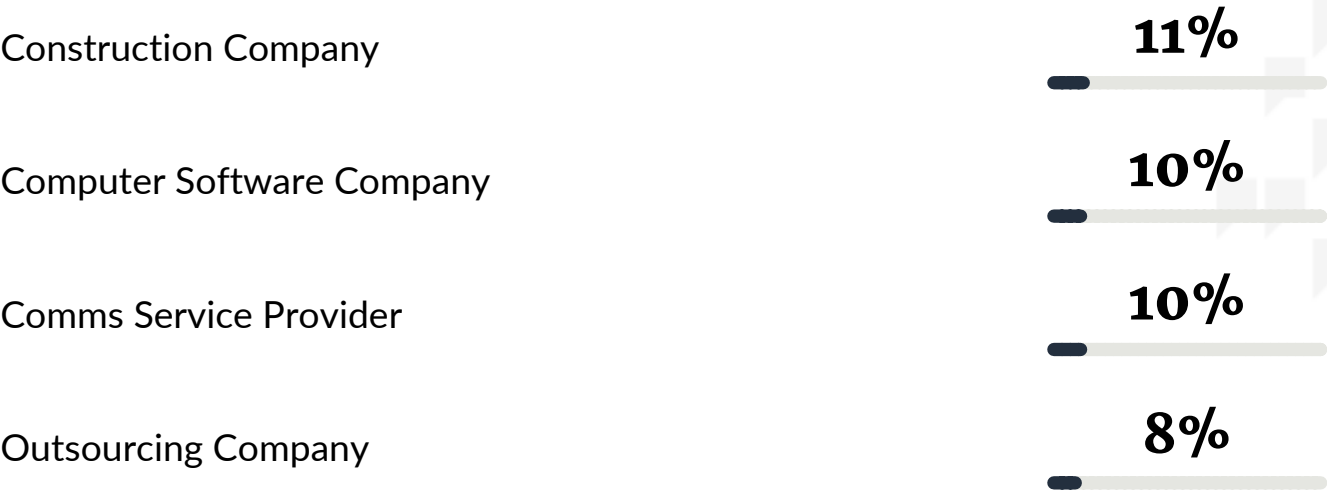
Saurav Bhattacharjee

Senior Business Analyst at Arcteryx

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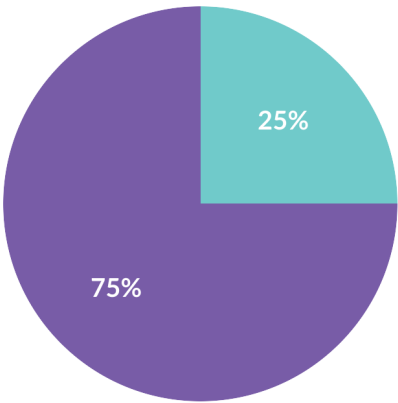
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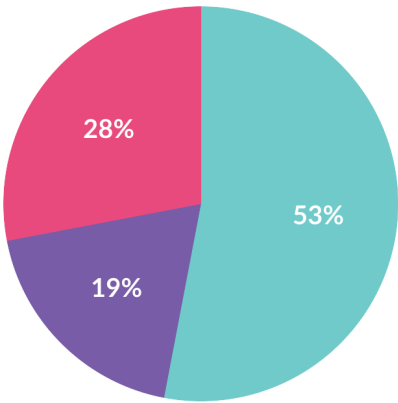


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Large Enterprise Midsize Enterprise Small Business

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