

# Amplitude Partner Training



## Amplitude Introduction Track

(est time 1 hour)

- [Build Better Products with Amplitude](#)
  - **Overview:** Get to know Amplitude and the Product Intelligence space! This module showcases a corporate pitch of Amplitude to help our potential Customers understand who we are, what we do, and how we can help them to develop and execute on their product strategy goals.
  - **Learning Objectives:** 1. Have a broad understanding of what Product Intelligence is and why it is important. 2. Provide a clear description of Amplitude solution and what challenges we solve for.
- [Amplitude Platform Demo](#)
  - **Overview:** Get a tour of Amplitude's Product Intelligence platform. This module will take you through various features and functionalities through a mock analysis workflow from hypothesis to insight.
  - **Learning Objectives:** 1. Gain a high-level orientation to the platform 2. Learn key use cases for making data-informed decisions with Amplitude
- [Product Intelligence Terms & Vocabulary](#)
  - **Overview:** What is product analytics and how can you communicate effectively with customers about it? In this module, you'll learn the industry-specific jargon necessary to communicate Amplitude's value.
  - **Learning Objectives:** 1. Learn the appropriate terminology to talk about the technical differentiators for Amplitude's product 2. Learn phrases to better empathize with customer pain and typical product strategy-driven business objectives
- [A Modern Ecosystem](#)
  - **Overview:** Amplitude's super power is Product Intelligence for helping companies build better products. Learn how we partner with other best-in-class technologies that complement our solution. The sum is greater than the parts!
  - **Learning Objectives:** 1. Understand the ecosystem we operate in and the functions of our technology integration partners 2. Understand how we position ourselves in the space with other solutions 3. Learn about the digital service opportunities that span across these integrated solutions

# Amplitude Insights Track

(est time 2 hours)

- [Navigating Amplitude](#)
  - **Overview:** Get a walkthrough on how to navigate Amplitude's platform and create new analysis. We will highlight features that are common to most of our analysis tools and cover basic usage, creating a monitor, and archiving a chart.
  - **Learning Objectives:** 1. Know how to search for meaningful content 2. Know how to create and manage Charts and Cohorts 3. Understand how to navigate to Team Spaces, Dashboards, and Notebooks
- [Know Your Users](#)
  - **Overview:** Analyze and define your users by what they do rather than just who they are. This module will take you through Amplitude features like Event Segmentation, User Composition, User Sessions, Engagement Matrix, Behavioral Cohorts, and Personas.
  - **Learning Objectives:** 1. Understand how users engage with your product 2. Understand how to segment your users by attributes and behavioral parameters 3. Understand how to visualize various user activity metrics
- [Convert Your Users](#)
  - **Overview:** Analyze how users are successfully, or unsuccessfully, navigating through critical paths towards desired actions. This module will take you through Amplitude features like Funnel Analysis, Pathfinder, User Activity, and Impact Analysis.
  - **Learning Objectives:** 1. Understand how users convert through sequences of actions 2. Understand how to visualize user journeys and paths 3. Know how to surface behavioral drivers for achieving key milestones
- [Retain Your Users](#)
  - **Overview:** Ensure you build a product that sticks. Measure long-term retention and understand what drives repeat engagement. This module will take you through Amplitude features like Retention, Stickiness, Compass, and Lifecycle.
  - **Learning Objectives:** 1. Understand how users retain in your product 2. Learn how to build a healthy growing user base 3. Understand the behaviors that are indicative of repeat usage
- [Share Learnings & Collaborate](#)
  - **Overview:** Analytics is a team sport that requires collaboration and shared organizational learning. This module will take you through features in Amplitude like Dashboards, Notebooks, Team Spaces, and Releases.
  - **Learning Objectives:** 1. Know how to track organizational reporting & metrics 2. Understand how to leverage the appropriate mediums and features for communicating behavioral insights 3. Know where to surface relevant information to team members

# Amplitude Implementation Track

(est time 1.5 hours)

- [Data Structure Walkthrough](#)
  - **Overview:** Good instrumentation is crucial in order to set your team up for success on Amplitude and preventing instrumentation errors early on can pay off in the long run. This module is meant for developers and product managers who will be responsible for instrumenting Amplitude and will provide best practices regarding Amplitude implementation.
  - **Learning Objectives:** 1. Methods of Sending Data 2. Amplitude Schema (Event Types, Properties, & Group Types) 3. User Identification (User ID, Device ID, & Amplitude ID) 4. Session Tracking 5. Popular SDK Configuration Options
- [Event Taxonomy Development](#)
  - **Overview:** Before sending data to any event-based analytics platform, it is important to identify which events to send. Instrumentation issues such as omitted events, poor naming, and misuse of properties can lead to complications and prevent you from obtaining the full value of your data. Developing good instrumentation and a well-structured event taxonomy is foundational for clear and insightful analysis down the road.
  - **Learning Objectives:** 1. Aligning event taxonomy with business objectives & product questions 2. Identifying appropriate events, event properties, and user properties to track 3. Best practices for event tracking structure 4. Industry tips and sample taxonomies
- [SDK Instrumentation Example](#)
  - **Overview:** Amplitude utilizes precision tracking which requires a process of logging intentional Event and Identify calls to capture user behavior. Get a demonstration on how to instrument Amplitude's JavaScript SDK for a simple website.
  - **Learning Objectives:** 1. SDK initialization 2. Logging an Event call 3. Logging an Identify call
- [How to Validate Data in Amplitude](#)
  - **Overview:** Data validation is a critical step when instrumenting any analytics product to ensure data integrity. This module demonstrates how to perform quality assurance using Amplitude features.
  - **Learning Objectives:** 1. Understand how to use the User Lookup functionality and the Event Stream of a user to validate your data 2. Know how to access and view raw data of an event that has been ingested into Amplitude
- [Data Governance Framework](#)
  - **Overview:** A data governance framework is critical for long-term success of data accessibility and usage. This module will walk through Amplitude's

standard recommendation on how to set one up and what aspects are important to make it effective.

- **Learning Objectives:** 1. Learn what is Data Governance and Why is it Important  
2. Understand how to set up a Data Governance Framework 3. Understand how to distribute a Data Governance Framework

# Product, Growth, and Analytics Frameworks

## Product North Star

(est time 0.5 hours)

- [Defining Your Product North Star](#)
  - **Overview:** A North Star metric is the key measure of success for the product team. It defines the relationship between the customer problems product teams aim to solve and the revenue that their business aims to generate. In this module, we'll lay out the methodology of defining your North Star metric and examples of good ones across industries.
  - **Learning Objectives:** 1. What is a North Star metric and why does it matter 2. How to determine a good Product North Star 3. How to break down a North Star metric into actionable input metrics
- [Product Analytics Formula Exercise](#)
  - **Overview:** This thought exercise will put the concepts of the Product North Star to practice. Complete the assessment by deriving the product analytics formula for a real-life company example.
  - **Learning Objectives:** 1. Identify the appropriate product engagement model and business objectives 2. Define relevant North Star metrics 3. Determine a product analytics formula of input metrics

## User Lifecycle & Retention

(est time 1 hour)

- [Setting the Foundation for a Sticky Product](#)
  - **Overview:** In this module, we'll set the foundations for growing your business, user base, and revenue through building a growth strategy around improving user retention with the User Lifecycle Framework.
  - **Learning Objectives:** 1. Why retention matters 2. The tools and steps to define 2 key retention metrics, your critical event and your product usage interval 3. Methods of retention measurement and how to select which works best for you 4. How to dig deeper into retention strategies for each type of user
- [Retention Strategies Across Every Stage](#)
  - **Overview:** In this module, we'll dig into specific growth strategies for retaining new, current, and resurrected users as well as engaging with different behavioral personas.
  - **Learning Objectives:** 1. Why it's important to understand Behavioral Personas in order to retain users 2. How to identify drivers of habit formation and turn passive users to power users. 3. Drivers of successful user onboarding 4. Strategies to reactivate dormant users and turn them into current users