



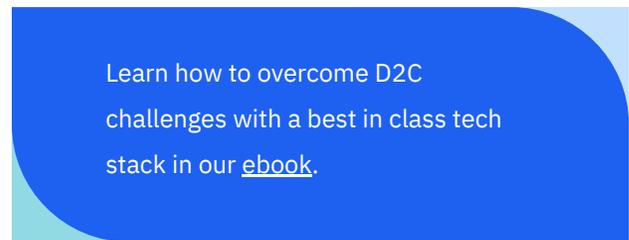
Mastering D2C requires a deep understanding of customers



The rapidly growing direct-to-consumer (D2C) space has become both complex and competitive. If brands can't understand the path to purchase, they can't optimize it.

Cost of acquisition, retention, and personalization are the top challenges D2C brands face. Leveraging product analytics to understand customer behaviors and using those insights to provide innovative, personalized experiences are key to growth.

Amplitude provides robust analytics that allows you to have a unified customer view and streamlined personalization, leading to lifetime customers.



Why Amplitude for your D2C challenges and pain points



Personalization

Leverage your first party data to make recommendations and predict what your customers want next, driving higher conversions and increased LTV.



Reduce Acquisition Costs

Reduce CAC by leaning on customer insights to improve organic and referral channels.



Loyalty

Use rich audience insights to turn new customers into loyal advocates.

PERFORMANCE-DRIVEN DIRECT-TO-CONSUMER TEAMS CHOSE AMPLITUDE





How MultiChoice Connected Video used Amplitude to improve their signup flow and boost conversion by 10%

MultiChoice, Africa's leading entertainment company, offers entertainment platforms to approximately 14 million people across 50 countries through direct-to-home, digital terrestrial television, and online video entertainment services. Their Connected Video division is responsible for the OTT services ShowMax and DStv.

MultiChoice Connected Video utilizes both Amplitude Analytics and Engage to deeply understand user behavior and democratize data, as well as to identify key user segments, measure campaign impact, and boost retention, respectively.

They chose Amplitude because it integrates with the rest of their tech stack, it's easy to use, and it makes data quickly accessible and collaborative across many teams within the organization.

As a result, Amplitude helped MultiChoice improve their sign-up flow to boost conversion by 10%, inform content strategy, assess campaign performance, and increase retention.

About Amplitude

Amplitude is the pioneer in digital optimization software. Nearly 1,600 customers, including Atlassian, Instacart, NBCUniversal, Shopify, and Under Armour rely on Amplitude to help them innovate faster and smarter by answering the strategic question: "How do our digital products drive our business?" The Amplitude Digital Optimization System makes critical data accessible and actionable to every team — unifying product, marketing, developers, and executive teams around a new depth of customer understanding and common visibility into what drives business outcomes. Amplitude is the best-in-class product analytics solution, ranked #1 by G2. Learn how to optimize your digital products and business at amplitude.com.