Amplitude

The Financial Services Survival Guide

How uncertainty and disruption are driving innovation in financial services

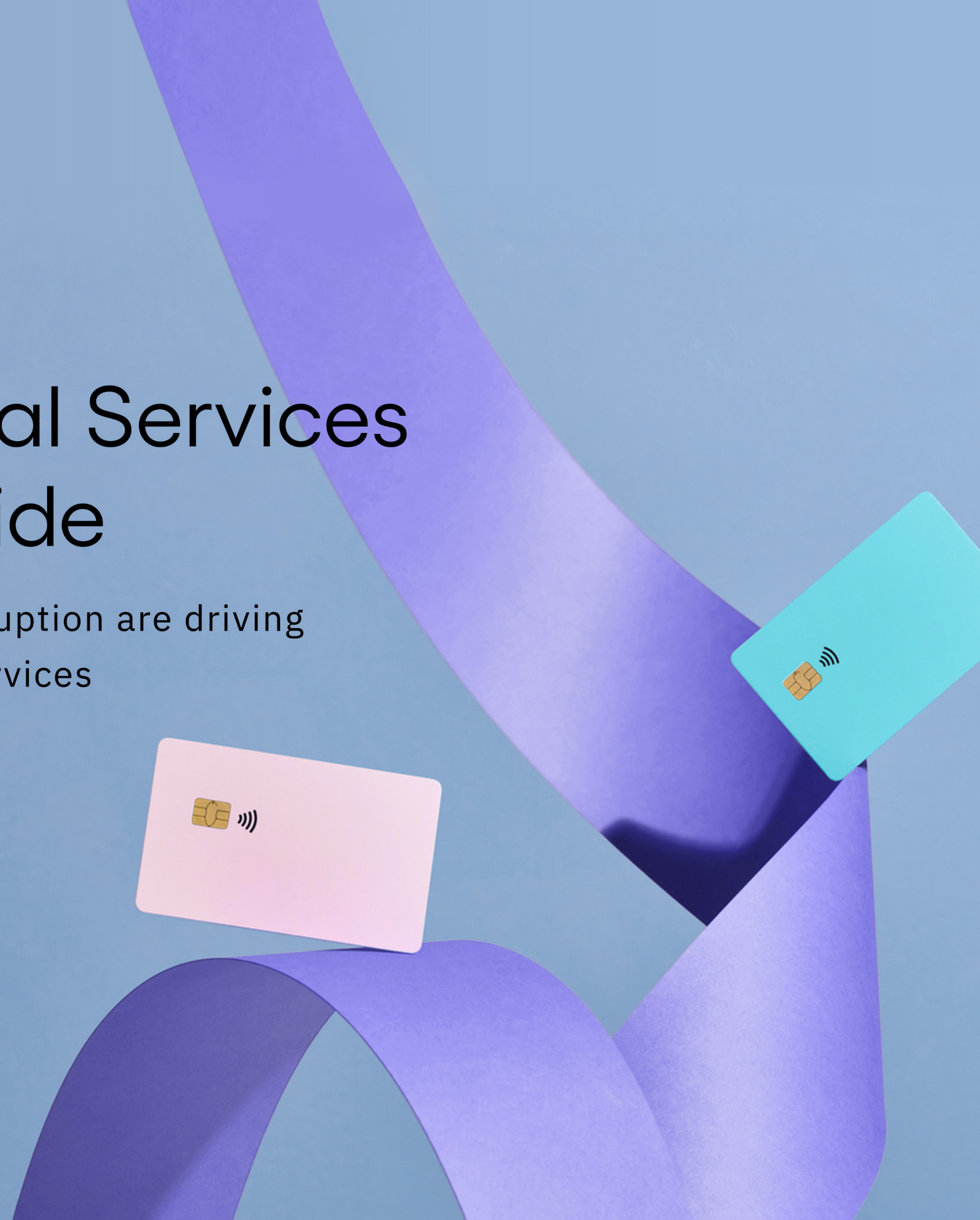

Table of contents

INTRODUCTION

Propelled by unprecedented market volatility and rapid digital transformation, the financial services industry as we know it stands at a critical juncture.

Banks, insurance companies, and investment firms worldwide strive to adapt while the rise of financial technology (fintech) redefines the competitive landscape.

With advancements in artificial intelligence, blockchain, and machine learning, fintech is poised to expand its influence, projected to grow from $245 billion to a staggering $1.5 trillion by 2030.[1] This growth is a testament to both technological innovation and fintech's pivotal role in promoting financial inclusion in emerging markets and adapting to the evolving demands of the digital economy.

Facing challenges such as inflation, regulatory shifts, and rising competition to keep consumers, traditional financial institutions are turning to analytics and digital transformation to stay competitive and relevant. Meanwhile, agile fintech startups use product-led strategies to carve out their niche.

In this dynamic environment, success hinges on harnessing modern digital analytics platforms to decode customer preferences and foster loyalty through personalized and secure services. The financial sector's ability to integrate these technologies—while maintaining a stringent focus on cybersecurity and regulatory compliance—will determine its resilience and capacity to innovate in the face of change.

The state of financial services

The global economy is navigating a phase of cautious growth, with forecasts averaging global economic expansion at a modest 3.0%.[2] This nuanced growth pattern is more pronounced in advanced economies, which are experiencing a slower growth rate of 1.4%, a reflection of ongoing challenges such as labor market adjustments and trade tensions.[3]

Though the impact of a shifting economy is hard to monitor in real time, disruption brings customer uncertainty. With persisting inflation concerns and market volatility, consumer confidence in financial planning and stability is under significant strain.

A substantial portion of consumers remain apprehensive. The 2023 PwC Global Consumer Insights Pulse Survey, which captures insights on consumer confidence across the globe, found that "consumers have drastically adjusted their spending behaviors, with the majority (53%) of global consumers 'holding back' on non-essential spending."[4]

In the United States specifically, 70% of Americans believe the economy is getting worse[5]—not better—and 74% of consumers are worried about having funds to cover daily expenses.[6] These stats underscore heightened consumer challenges and increased demand for robust financial services to support them through turbulent times.

With significant technological advancements, changing consumer behaviors, and an increasingly complex regulatory environment, traditional financial institutions and fintech companies have had to adapt to meet consumer demands, showing remarkable resilience.

The proliferation of digital banking—with a global market projected to grow from $18.1 billion in 2022 to $53.5 billion by 2030—and the increasing reliance on digital payment technologies highlight the sector's digital transformation.[7]

Experts forecast the value of digital wallet transactions to increase from $9 trillion in 2023 to $16 trillion by 2028, highlighting a shift toward digital payments and the growing preference for mobile financial services.[8] Regulatory developments, such as the European Union's Financial Data Access framework and the U.S. Consumer Financial Protection Bureau's initiatives, support the expansion of digital transactions and promote interoperability and innovation within the financial ecosystem.

Additionally, the sector is seeing a surge in well-tech platforms aimed at helping individuals improve their overall physical and mental well-being, including their financial health. These platforms, including personal financial management apps, are gaining popularity for their role in enhancing financial literacy and giving users greater control over their financial lives.

By integrating technology and financial services, the fintech industry is not only making financial services more accessible but also customizing them to serve the varied needs and preferences of consumers globally.

Consumer investment behaviors are evolving, and financial services are recalibrating their strategies to align with these preferences. Leading institutions now use digital analytics to gain deeper insights into consumer behaviors, enabling them to offer more personalized and efficient services. This strategic use of technology enhances customer satisfaction and positions these institutions to thrive in the new financial landscape.

Consumers expect seamless digital experiences

The financial sector is beginning to embrace a digital-first approach, responding to consumer expectations for seamless, efficient, and highly personalized banking experiences. Digital technologies, including artificial intelligence (AI), blockchain, and machine learning, have significantly enhanced the security, functionality, and customization of digital banking services.

Today's consumers expect anytime, anywhere empowerment, driving a surge in mobile banking engagements—from daily transactions to complex investment decisions—and the widespread adoption of digital payment methods.

For instance, digital wallets now account for 49% of global ecommerce sales and 29% of global point of sale (POS) sales, with credit cards following at 21%.[9] Moreover, 15% of digital wallet users in the U.S. regularly leave their homes without a physical wallet, demonstrating that many consumers have fully embraced a digital-first future.[10]

While there are fewer physical bank branches, they have transformed into innovative service hubs. These redesigned spaces blend traditional banking services and digital innovations, providing customers with unique and enhanced banking experiences.

Additionally, financial institutions are strategically investing in their digital platforms, enhancing cybersecurity measures, integrating digital wallets, and collaborating with fintech firms to offer a comprehensive and secure digital banking ecosystem. In fact, 93% of central banks are exploring or implementing central bank digital currencies (CBDCs).[11]

Despite the emphasis on digital, banks recognize the value of human interaction for certain services, incorporating video consultations and real human chat support to maintain a personal touch.

As digital transactions become more prevalent, leading financial institutions are using the wealth of data these interactions generate to refine their services and tailor their offerings to individual customer needs. This strategic use of data and analytics has enabled banks to predict and meet customer demands with unprecedented precision.

Traditional institutions lean on acquisitions and partnerships

The finance industry is undergoing a strategic recalibration, with traditional institutions using acquisitions and partnerships to fast-track their digital transformation and fortify their market positions. Legacy banks are increasingly engaging with fintech innovators to stay relevant and redefine the future of finance.

Many traditional financial services leaders view digitization as a race: Who can acquire the most data and technology the fastest? Instead of going head-to-head on innovation and industry transformation, banks are buying the most compelling newcomers to stave off disruption (see Capital One's 15 fintech acquisitions).[12] Mega institutions are banding together to weather the fintech storm and solidify mutual interests.

Recently, traditional institutions have acquired fintech startups specializing in blockchain, AI-driven analytics, and customized financial services to offer a more personalized and efficient customer experience. Although overall investments in fintech have dropped over the course of the last year, 2023 still saw a strong $114 billion put into the sector globally.[13]

Moreover, partnerships between legacy banks and fintech companies have flourished—today, four out of five of the top 100 banks have partnered with at least one fintech company.[14] This highlights the dynamic evolution of the financial sector and underlines the strategic imperative for traditional institutions to adapt and innovate.

Though these strategic acquisitions and partnerships can accelerate digital adoption and market expansion, they also present challenges. The success of these ventures lies not just in the acquisition of technology but in the seamless melding of cultures, systems, and visions—ensuring that the consolidated entity can continue to innovate, personalize, and lead in a market that remains in constant flux.

> As we build the consumer banking platform of the future, GreenSky will be a key component of our offering.[15]
>
> Goldman Sachs Chairman and CEO David M. Solomon on the bank's acquisition of fintech startup GreenSky in 2022

Top challenges facing financial institutions

Traditional banks and fintech companies alike are grappling with a new reality—one where legacy, reputation, and sheer economics no longer assure market dominance or survival.

1 Evolving consumer expectations

Today's consumers demand more than just reliable financial services. They seek personalized, intuitive, and seamlessly integrated digital experiences. In fact, 70% of consumers now expect personalized services from their financial providers.[16]

2 The rise of neobanks and fintech innovators

Neobanks—fintech firms that offer apps, software, and other technologies to streamline mobile and online banking—continue to gain ground, with the market projected to reach $6.37 trillion in 2024.[17] This surge underscores the pressing need for traditional banks to innovate relentlessly to retain their customer base and attract digitally savvy generations.

3 Economic pressures and operational challenges

Macroeconomic factors such as fluctuating interest rates and tightening venture capital flows further complicate the financial landscape. Fintech funding deal volumes dropped 39% in 2023, forcing many fintech organizations to streamline operations and even resort to layoffs.[18]

4 Technological disruption

Blockchain, AI, and machine learning aren't just buzzwords—they're essential tools for fraud prevention, personalized banking, and operational efficiency. Financial institutions that do not adopt these technologies risk falling irretrievably behind and losing valuable customers to their competition.

5 Regulatory and security challenges

As digital banking grows, so does regulatory scrutiny and the need for robust cybersecurity measures. Data violations due to cyberattacks have increased 177% year-over-year, highlighting the ongoing struggle against digital fraud and the importance of trust in financial transactions.[19]

Financial institutions need a dual strategy of innovation and customer-centricity to navigate these challenges. Embracing digital transformation, using data-driven insights for personalized services, and investing in cybersecurity is no longer optional—it's imperative.

Additional challenges brought on by niche competition

Traditional banks—once the cornerstones of all things finance—are now challenged by fintech firms that are quick to fill any gaps in service or user experience with superior digital offerings.

The current landscape is dotted with fintech startups that have carved out niches by offering highly specialized services. From seamless international remittances to AI-driven personal finance advice, these companies are redefining what consumers expect from their financial service providers. There are some key trends to look out for.

Driving customer loyalty through personalization

Companies that employ advanced analytics and behavioral data to tailor their services are not just winning business—they're securing customer loyalty.

Seventy-two percent of banking customers report that contextually relevant product offers are more valuable to them, and 50% wish their bank proactively provided them relevant financial advice and information.[20] Despite this trend, however, customers rank financial institutions fourth out of five industries when it comes to personalization.[21]

Adopting a proactive vs. reactive approach

Traditional banks have often resorted to reactive strategies. For example, banks and credit unions started offering Zelle as a peer-to-peer payment service to their customers in response to offerings from fintech companies like PayPal and Venmo. Despite competition from traditional banks via Zelle, over 60% of millennials and Gen Z still prefer Venmo for digital payments.[22]

In contrast to this reactive approach, a proactive, product-led strategy that anticipates and integrates customer needs into the core of product development and innovation can offer a much more competitive edge. This approach requires a holistic understanding of customer behavior and a commitment to continuous adaptation.

Top use cases for how financial services organizations can use a product-led strategy to proactively strengthen their offering include:

- **Customized recommendations**: By understanding users' spending habits, finserv apps can offer tailored recommendations for nearby merchants, events, or deals based on their preferences and transaction history.
- **Fraud detection**: Finserv companies can enhance fraud detection algorithms to identify suspicious transactions more accurately, thereby improving security for users.

- **Group payment optimization**: Analyzing past group transactions can enable apps like Venmo to optimize the process, suggesting fair splits and reminding users of overdue payments within the group.
- **Smart notifications**: Finserv providers can send timely notifications, such as reminders to pay bills, alerts for upcoming subscription renewals, and suggestions for optimizing cash back rewards on linked cards.

Despite facing numerous challenges, traditional banks possess significant advantages—including their vast financial resources, extensive customer bases, and deep regulatory expertise.

By partnering with fintech companies or investing in in-house innovation labs, these institutions can use their strengths to enhance customer value and satisfaction across broad and niche markets.

To remain competitive, traditional banks and fintech startups are prioritizing customer-centric innovation and agility. For banks, this could involve strategically reevaluating their service models to emphasize digital integration and personalized offerings rather than directly competing with fintech innovations on a feature-by-feature basis.

As the industry evolves, the entities most likely to succeed will be those that effectively merge the robustness of traditional banking with the skill and innovative spirit of fintech—thus meeting the dynamic demands of today's consumers.

Product-led growth (PLG) is a growth motion that leverages the product, rather than marketing or sales, to drive acquisition, retention, and monetization.

Learn PLG fundamentals from industry experts in this guide.

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> Services take root only when customers find them compelling. The high growth in value technology and connected data-related services are driven by providers offering customers something they find valuable that improves their business effectiveness or their lives and that they are willing to pay for.[23]

The State of the Financial Services Industry 2022

Demographic shifts and financial preferences

Millennials and Gen Z are reshaping the financial industry with their tech-savvy, mobile-first preferences. This shift is part of the "Great Wealth Transfer," with Gen Z, Gen X, and millennials expected to inherit an estimated $68 trillion from baby boomers, marking them as significant players for traditional financial institutions to engage.[24] These generations, now working professionals, are setting market trends and reshaping expectations for financial services.

Many within these generations are digital natives and may never visit a traditional brick-and-mortar bank. They instead expect seamless and sophisticated digital banking experiences.

Being unable to meet these expectations can lead these consumers to explore innovative and readily available alternatives. More than half of millennials and Gen Z say they would be willing to fully switch from traditional banking to peer-to-peer and social media apps to make payments.[25]

Financial institutions should consider the following preferences to appeal to these demographics:

- **Mobile first:** Seventy-three percent of millennials and Gen Zs use mobile devices as their primary means of engaging with banks.[26] This emphasizes the need for banks to ensure their mobile apps offer a convenient, user-friendly experience.
- **Self-service:** The current population clearly prefers self-service options over traditional interaction methods. Live, text-based chat is particularly popular, with 70% opting to use this feature if it's offered.[27] Providing round-the-clock support, seamless app integration, and virtual assistants are also major pluses for these generations.
- **Digital experience expectations:** Gen Z and millennials have higher expectations for digital services, and their satisfaction with a bank's digital experience is a significant factor in their choice of financial institution.
- **Financial stress and knowledge gaps:** Many millennials and Gen Z individuals report feelings of financial stress and express a need for greater financial knowledge. Banks providing educational resources and tools to help these demographics manage their finances could gain a leg up on the competition.

Charting a new course: five tactics for financial institutions

In the face of stiff competition from neobanks and fintech startups, traditional tactics—like offering lower interest rates, free checking accounts, and waived fees—no longer suffice to attract and retain customers.

Leading financial institutions continuously innovate, creating products based on customer preferences, trends, and behaviors to thrive in an increasingly turbulent economy.

How? By embracing a comprehensive, data-driven digital strategy. Placing data at the core of their operations, these financial institutions are dismantling departmental silos and using their vast financial and infrastructural resources more effectively.

Analyzing customer behaviors is intricately linked to achieving key business outcomes such as customer conversion, engagement, and retention. Financial institutions increasingly rely on behavioral data to power their product-led growth strategies.

This data-driven approach gives you the power to identify and understand critical moments within the customer lifecycle, enabling you to offer personalized services and products that meet the ever-changing needs of your customers.

By integrating behavioral insights with product development and marketing strategies, you can remain competitive and relevant in a market that demands both innovation and personalization.

Tactic 1: Track first-party, behavioral data across the customer journey

Consumer insights have evolved beyond simple brand personas and market segmentation. The extensive tapestry of interactions customers have with financial services—spanning credit card use, loan payments, deposits, and more—now serves as a vital source of first-party behavioral data. This data, unique to your organization, is pivotal in decoding each customer's intricate motives and desires rather than relying on broad demographic groups.

The value of first-party data lies in its exclusivity and depth, offering insights into a customer's financial journey and motivation that third-party data simply cannot match. Traditional banks and financial institutions often have decades of operational history, rich with details on customer financial behaviors and identities. When you can make sense of and act on this data, you unlock a powerful tool for enhancing customer engagement and driving efficient growth.

Digital analytics platforms can revolutionize your ability to glean actionable insights from digital financial touchpoints. Platforms like Amplitude use identity resolution to enable you to track customer behavior across all channels—mobile apps, websites, social media ads, and more—providing a granular view of the customer journey. This information can include browser activity, type of device used, IP addresses, physical addresses, and personal data such as phone numbers and email addresses.

Tracking first-party data enhances customer engagement and acquisition and fosters loyalty by ensuring a seamless, personalized digital experience.

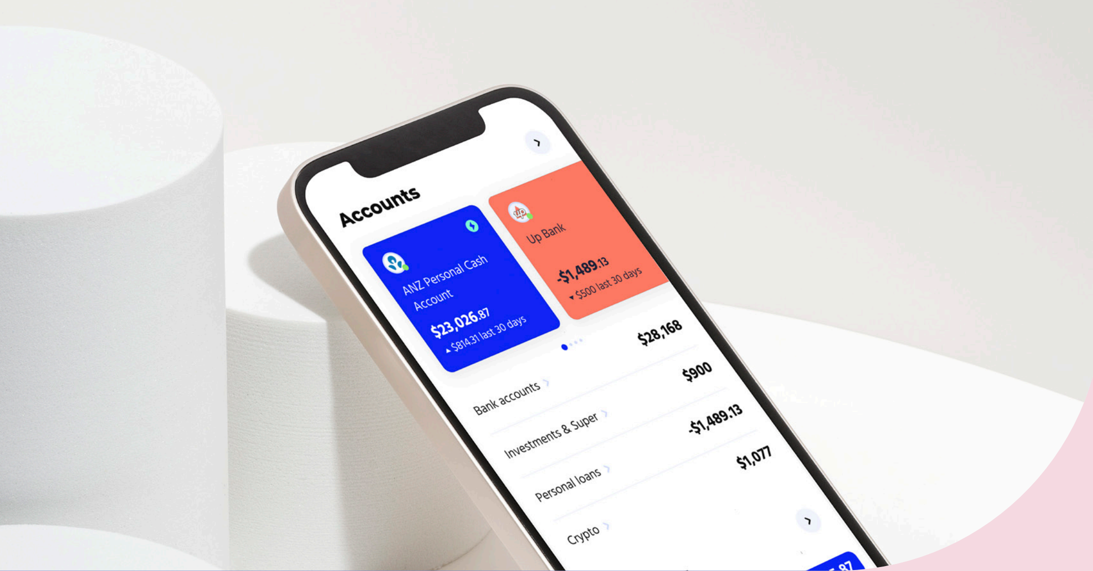
ROCKET Money

CUSTOMER STORY

Rocket Money builds trust and optimizes customer journeys

Rocket Money's approach to user engagement was initially fragmented, with iOS, Android, and web users navigating different paths. The company conducted targeted experiments to streamline user flows and used insights from first-party data in Amplitude Analytics to ensure consistent journeys for all users.

This strategic refinement led to an enhanced user experience and a notable increase in user lifetime value (LTV), projecting an additional $10 million in annual revenue. Rocket Money's case exemplifies the power of data-driven decision making in creating a cohesive, user-first approach that builds trust and drives financial success.



WeMoney

CUSTOMER STORY

WeMoney personalizes experiences and helps people improve their financial future

Australian fintech company, WeMoney, aims to alleviate the burden of thinking about money by automatically rerouting funds to the most appropriate location. The organization uses Amplitude Analytics to enhance user retention and decrease acquisition costs.

WeMoney discovered that users who set financial goals within their first three days showed significantly higher retention rates after 12 months. By integrating goal setting into their onboarding process and targeting similar audiences with personalized messaging, WeMoney achieved a 20% increase in retention and halved their customer acquisition costs. This strategic use of data analytics improved their business metrics and advanced their mission to assist users in achieving financial wellness.

Tactic 2: Drive engagement and brand loyalty through personalization

Today's consumers expect personalization across the board, making your ability to deliver intimate, tailored banking experiences and precisely target cross-selling and upselling opportunities crucial. This competitive edge is predicated on a deep understanding of customer behavior and agile response to their evolving needs.

Initial success with a product is only the beginning; The real challenge lies in sustaining engagement through continuous improvement and personalization, meeting consumers at the right time and place with the right message and the most relevant offer. This approach requires a shift from a one-size-fits-all model to a more nuanced understanding of individual customer journeys, recognizing how each user interacts with financial services, as well as their needs and motivations.

The dynamics of customer engagement are also influenced by broader economic factors, such as inflation or changes in interest rates, which can significantly affect consumer spending and saving behaviors.

In this context, you can use advanced analytics platforms like Amplitude Analytics to delve into behavioral data, enabling you to segment users based on their actions and preferences. By analyzing how customers interact with your products, you can identify patterns and desires that inform the development of more personalized and relevant offerings.

Tactic 3: Power efficiency with self-service data access

Financial services institutions are traditionally large, have more centralized decision making, and use complex processes that can create bottlenecks and impede rapid innovation. However, this new era demands agility—making empowerment and data accessibility across the organization critical to success. That's why firms are streamlining their technology infrastructures to increase agility and foster collaborative, customer- and data-centric cultures.

Empowering self-service insights enables stakeholders to access insights independently, speeding up decision making and enhancing quality. Teams need access to data about the entire customer lifecycle to be able to make decisions that improve the customer journey (and build loyalty) without over-reliance on specialized data teams.

Self-service capabilities—like easy to use dashboards, templates, and personalized AI-powered assistance—empower action amongst non-technical teams and promote teamwork, breaking down traditional silos.

Improving access to insights goes beyond self-service—the efficiency of financial services hinges on a robust data foundation that supports quick, informed decisions and effective data governance. By making data readily accessible and eliminating information-sharing bottlenecks, your data teams can focus on higher-value tasks.

Square

CUSTOMER STORY

Square, a global leader in merchant services and mobile payments, struggled with sharing data across team silos—resulting in long turnaround times and process backlogs.

Using Amplitude, teams were able to get in the heads of their customers—understanding how they navigate through products and identifying common sticking points.

With a centralized resource for accessing data, cross-functional teams at Square could see all their data in one place and track metrics to make data-backed product and marketing decisions. They have over 100 employees using Amplitude daily as one centralized source for insights. This transformed their approach to data, helping to promote a data-driven culture where everyone can use data to make the best decisions.

Tactic 4: Use behavioral data to inform your digital experiences

True differentiation lies in using behavioral data to inform digital experiences. Otherwise, teams risk redundancy with other offers in the market or base their innovations on fleeting trends—or worse yet, gut instinct. Advanced analytics enables large organizations to focus their product strategy around a North Star metric. This metric connects consumer behavior directly to sustained business outcomes, guiding more precise and impactful decision-making.

You can adopt a multi-dimensional analysis approach—looking at what customers are doing and why they're doing it—to further harness the power of data in developing digital experiences. You can better understand your customers' motivations by integrating quantitative data analysis with qualitative research methods, such as customer interviews and feedback loops.

Additionally, session replay capabilities enable teams to reconstruct and see customers' digital experiences to more deeply understand their behavior. This holistic view enables the creation of products and experiences that meet current needs and anticipate future demands.

Moreover, incorporating predictive analytics can be a game-changer. Financial services can use historical data patterns to forecast future customer behaviors, identifying potential product needs before they become obvious.

For instance, a bank could proactively develop a green investment app feature if analysis reveals a growing trend in customers investing in sustainable funds. By staying ahead of trends and embedding flexibility into digital experiences, financial institutions can create innovative solutions that deliver on their customers' needs, desires, and goals, driving both satisfaction and financial success.

Tactic 5: Experiment and act quickly

To stay ahead in today's evolving marketplace, leading financial institutions are investing in technologies that enable real-time digital analytics and foster a culture of continuous innovation and experimentation.

Experimentation can help you refine personalization, improve onboarding, and boost conversions with real-time insights. Discover what your customers like best and double down on what works to design more effective digital experiences.

Financial institutions can use experimentation platforms like Amplitude Experiment to test any facet of the customer journey—in-product design, marketing messaging, investment offerings, and more. By doing so, you can unlock insights to more swiftly develop new products and services that resonate with today's digital-first consumers and put your offering ahead of competitors.

Cash in on the benefits of digital transformation with Amplitude

In a time of rapid change and complexity, embracing a data-driven strategy is more feasible than you might think. Amplitude's Digital Analytics Platform can help you revolutionize how your financial institution understands and engages with your customers.

Amplitude empowers you to craft exceptional, data-driven digital experiences that elevate customer retention and loyalty by offering self-service access to insights across the entire customer journey.

With Amplitude, you gain:

- **Enhanced visibility:** Uncover deep insights into valuable user segments and behavioral milestones, illuminating the path to enhanced engagement.
- **Integrated data:** Break down silos by aligning stakeholders around a unified view of your data, fostering collaborative, informed decision-making across your organization.
- **Actionable insights:** Leverage precise data to finely tune and personalize your digital offerings, driving meaningful transactions, enhancing retention, and building loyalty.

Amplitude empowers top financial services teams to navigate the digital landscape with data-driven confidence.

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About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. Nearly 2,500 customers, including Atlassian, Jersey Mike's, NBCUniversal, Shopify, and Under Armour, rely on Amplitude to gain self-service visibility into the entire customer journey. Amplitude guides companies every step of the way as they capture data they can trust, uncover clear insights about customer behavior, and take faster action. When teams understand how people are using their products, they can deliver better product experiences that drive growth. Amplitude is the best-in class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories by G2. Learn how to optimize your digital products and business at amplitude.com.

Amplitude Power to your products™