



Top 7 Reasons Leading Organizations Choose Amplitude Over Adobe Analytics

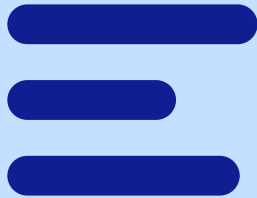




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The evolution of digital analytics solutions

As one of the first web analytics solutions available, Adobe Analytics (formerly Omniture SiteCatalyst) can be considered the grandfather of marketing analytics. But in recent years, we've seen a shift with many organizations transitioning away from this traditional marketing analytics solution to more practical—yet powerful and comprehensive—digital analytics solutions.

Why? Thanks to evolving industry forces and organizational needs.

The desire for a complete picture of the customer journey

The proliferation of digital products in consumer and B2B industries has created the need for deeper insights across the entire customer journey. If you're like most leading organizations today, you don't just want web analytics built for top-funnel marketing acquisition. You're looking for deep, real-time behavioral insights into the entire customer journey across your web and product experiences to drive retention and customer loyalty—not just acquisition.

Adobe Analytics was designed for the web-first world of the early 2000s. And though Adobe has taken steps in recent years to try to bridge the gap, introducing products like Adobe Customer Journey

Analytics (CJA) in 2020 and Product Analytics in 2023, many organizations find that Adobe Analytics falls short of delivering the comprehensive solutions that product, marketing, data, and other teams need.



The shift toward event-based models

Over the past few years, the digital analytics industry has coalesced around the event-based data architecture upon which product analytics solutions were founded. The page- and session-based analytics model—which Adobe Analytics currently uses—has significant disadvantages compared to the modern events-based model:

- More difficult to connect events to the same user
- More difficult to associate user events across different experiences to the same user
- More difficult to combine online and offline user events

Additionally, the rise of [privacy regulations](#) and the elimination of [third-party cookies](#) has further reduced the utility of marketing analytics since it is increasingly difficult to quantify the true impact of digital advertising. Organizations are swiftly moving toward event-based product analytics as digital product experiences have become more important for growth than improving advertising.

Although Adobe's CJA uses an event-based model, transitioning from Adobe Analytics to CJA is not as easy as flipping a switch and requires additional cost and reimplementation work.

What is an event-based model?

[Event-based data models](#) focus on collecting events and properties to track customer interactions. You can source these events and properties from any interaction: a web page, mobile app swipe, call center, physical store transaction, etc.

The increasing value of data democratization

Regardless of industry and product, business decision-makers at all organizational levels need to think and act quickly to stay ahead of rapidly changing environments—and this requires data. For this reason, organizations no longer want stakeholders to rely on a team of data analysts to get access to and derive insights from data.



The overreliance on data science teams not only impedes speed to decision-making but also employee engagement. In fact, Accenture research finds that [74% of employees feel unhappy](#) or overwhelmed when working with data, and only 25% feel prepared to use data effectively.¹

Adobe Analytics is powerful but also extremely complex and complicated, making reliance on data experts with sophisticated skills inevitable.

Is it time to evaluate Adobe Analytics alternatives?

Every day, we talk to product and marketing teams that are reconsidering the value of Adobe Analytics against the costs and frustrations. Accordingly, they find themselves at a fork in the road:

- A. Should they double down with Adobe and undertake the significant investment of migrating to CJA or adding additional Adobe products?
- B. Or do they evaluate a new solution that provides both power and practicality and that's continuously innovating toward the future?

Many of these organizations have turned to Amplitude over Adobe Analytics to address their needs.

Read on to learn seven key reasons why organizations across the globe choose Amplitude to help them move forward.

Complex product offering = Complexity for your operation

At face value, a massive product suite like Adobe Experience Cloud can be appealing. However, peeling back the curtain, you'll learn that many customers report challenges integrating across the Adobe portfolio. For example, while Adobe presents CJA as the newer alternative to Adobe Analytics, making that move requires additional investment, including a reimplementing and a new tagging system or SDK.

The [Amplitude Digital Analytics Platform](#) offers similar core capabilities, like marketing analytics, experimentation, and CDP—but adds deep expertise in product analytics, plus Session Replay, which Adobe does not offer. All are thoughtfully and natively integrated, and it's easy to add on additional Amplitude capabilities and integrate with third-party solutions.





Moving beyond Adobe Analytics: top 7 reasons to make the shift

1 Full view of the customer journey

In recent years, the product experience has become as important as the buying experience. This has forced many companies to reevaluate their analytics solutions, transitioning away from pure [web and marketing analytics](#)² tools like Adobe Analytics to digital analytics solutions that can do both marketing and product analytics well—like Amplitude.

Purpose-built for digital products

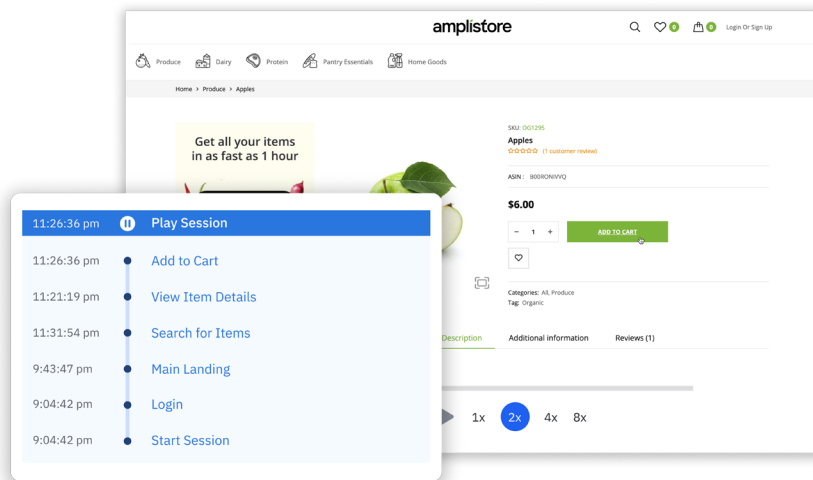
Given the disadvantages of the session- and page-based model that we reviewed above, Adobe Analytics is not designed to optimize digital products. It was built for customer acquisition to [monitor web](#)

[traffic and track marketing attribution](#).³ As such, it has minimal cohort and retention analysis capabilities, and engagement and retention analyses depend on accurate, unique visitor identification, which isn't guaranteed.

Though Adobe CJA is event-based and does include some product analytics capabilities, it's still trying to catch up to established digital analytics capabilities. It's missing critical capabilities for product managers, like Session Replay, advanced user engagement and retention reporting, robust conversion funnels, and self-service collaboration features.

Amplitude, on the other hand, is purpose-built for digital products, leverages an event-based model, is proven in the product analytics space, and offers full capabilities supporting web analytics and marketing attribution. Amplitude was built for customer engagement and retention with deep reporting, including retention, churn, and resurrected customers. This means automated insights not just for acquisition but for engagement and retention—critical drivers for digital products.

Additionally, Amplitude’s [Session Replay](#) feature is vital to helping product managers and marketers improve product conversions, design better user experiences, and diagnose product issues faster.



Session Replay helps you understand the journeys your users take to get to specific outcomes in your product and measure, track, and visualize these journeys

Identity resolution

Depending on the nature of your digital product, your users can log in and out at will, browse anonymously, or use multiple devices. Understanding their complete journey requires the ability to reconcile that it’s the same person coming from different places. Identity resolution is the process of doing just that. Amplitude has [advanced identity resolution capabilities](#) that enable you to track users across any platform or device—not just the web.

Amplitude has invested heavily in accurate, consistent, and easily verifiable identity resolution that’s fully incorporated into your metrics.

We’ve processed more than tens of trillions of events, and we’re able to serve queries across trillions of identities in under a few seconds.

When products like Adobe Analytics struggle with identity resolution, the result is a lot of broken data downstream, like flawed attribution and broken user journeys, particularly at customer sign-up and login.

Identity resolution is not as automated or straightforward in Adobe Analytics as it is in Amplitude, which is why it’s easy to find third-party blogs helping Adobe customers figure out how to do it right.⁴ Though Adobe offers Identity Stitching, there’s a lag with a one- to seven-day lookback window, it requires additional costs to enable set up, and customers report latency in data availability.⁵

Even Adobe CJA has no obvious or automated way to unify the entire customer journey when a user shifts from being anonymous to identified.⁶

Amplitude's identity resolution is fully retroactive, real-time, and happens without additional configuration.

You can also use Amplitude to build rich user profiles that tie all digital activity to an actual person, including all user attributes. And user profile attributes can be updated and queried via APIs.

Conversely, Adobe Analytics doesn't provide a way to see all activity for an individual user without upgrading to CJA.

IDENTITY RESOLUTION IN ACTION

In this video, Jeffrey Wang, Chief Architect at Amplitude, breaks down identity resolution with a relatable scenario.



CANAL+

CUSTOMER STORY

With over 20 million subscribers worldwide, [CANAL+ Group](#) is a leading media company and pay-TV operator.

But with Adobe Analytics, the Canal+ team had a classic way of doing business, and they knew they needed to work differently. They set out to create a product culture focused on retention and engagement.

To facilitate this new way of working and empower their teams, [they turned to Amplitude](#).

In Amplitude, they could clearly see that users who watched both live and on-demand content were power users with the highest retention. By contrast, users who only watched live or only on-demand had lower retention rates. Within a few months of implementing Amplitude, Canal+ drove important changes in the product, validated by real data.

“We now have the data to inform our decisions and help us learn. With Amplitude, we have increased the conversion rate in the app by 3x,” shared Damien Delautier, Chief Product Officer at Canal+.



2

Cost-efficient and easy to implement and maintain

Adobe Analytics is often described as a costly tool, and doesn't offer a free or a low-cost self-serve version. Licensing costs tend to be much higher than Amplitude.

Additionally, Adobe Analytics is typically known for long and expensive implementations, and professional services from third-party consulting firms are often unavoidable. Even after going live, Adobe customers cite ongoing challenges with ease of use, often tapping into the expertise of large teams or consultants to maintain.

Conversely, Amplitude is easy and cost-effective to implement, with most customers going live in less than 90 days. Amplitude has proactive data management to streamline implementation and ensure data quality.

Amplitude has a robust partner ecosystem, though the choice of who and how to engage for implementation is the customer's. They have the freedom to partner with a [solutions partner](#), work with Amplitude's [experienced professional services team](#), or manage their own implementation of Amplitude with internal resources. Regardless of their choice, customer satisfaction with implementation outcomes is consistently high.

ADOBE ANALYTICS WEB REVIEWS

"Unless you are very familiar with the information that [Adobe Analytics] records for you, expect it to take about six months before you can really get good insights that you understand from this product. If you are unfamiliar with the technical data points this platform offers, then it will take even longer to start using the data to your advantage."⁷

BRANDON GAILLE

Author of the blog [Brandon Gaille Small Business & Marketing Advice](#)

"[Adobe Analytics] could be expensive for small businesses also for a beginner it could be difficult to learn it since it has a steep learning curve."⁸

ANONYMOUS REVIEW

Capterra

"Adobe Analytics is expensive, especially for smaller businesses or startups."⁹

ANONYMOUS REVIEW

Gartner Peer Insights

Amplitude offers free and paid plans to match your goals as you grow. [See pricing and compare plans.](#)





CUSTOMER STORY

A multinational media and entertainment conglomerate

An Amplitude customer, a large media and entertainment company with roots in cable TV, was experiencing increased competition from Netflix and Youtube. In response, launching a streaming app for kids was a strategic priority. Adobe Analytics would take too long to instrument—slowing their launch.

The team decided to implement a modern product stack with Amplitude as the foundation for product analytics. It took them only three to four weeks to instrument (unlike Adobe Analytics, which would have taken three to four months), and they were able to launch with real-time access to live data.

This increased their ability to do “fast follows” after the launch and share their learnings on streaming and user behavior with their peer subsidiary companies.



3

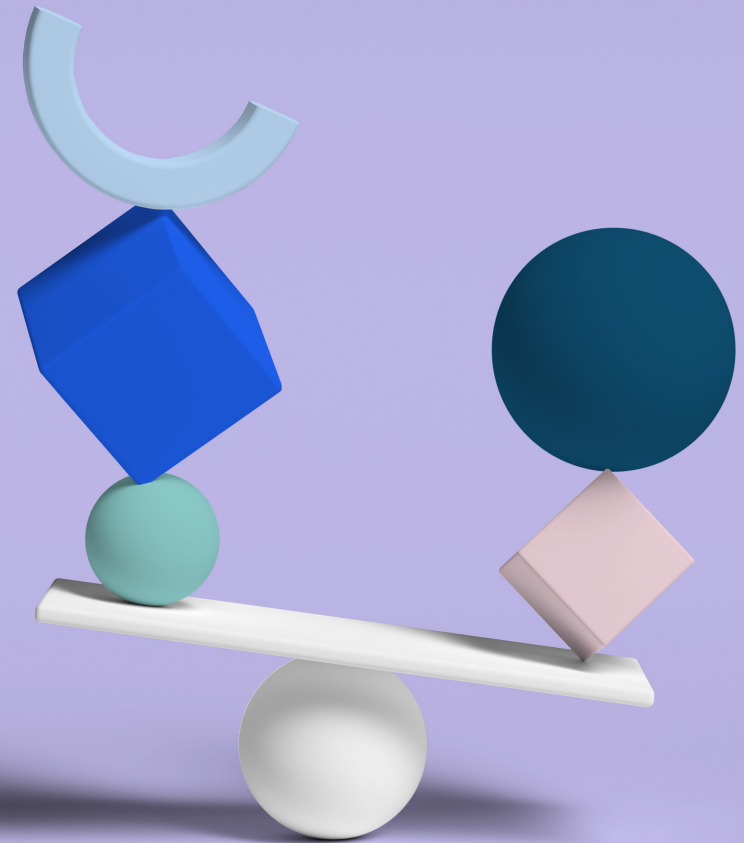
Open ecosystem for seamless tech stack integration

Many businesses leverage different sources of data and analytics. A lack of integration and interoperability can make managing the velocity and variety of data generated a daunting challenge. That's why an open platform is preferable to a closed ecosystem that limits integration options.

Adobe Analytics is best described as a suite of products containing loosely integrated acquisitions. The platform is designed with a natural [preference to integrate with Adobe products](#) rather than third-party platforms.¹⁰

Though Adobe Analytics can integrate with third parties, many view Adobe as a closed system due to its proclivity for customers to use it for everything, including all data to reside in its proprietary platform.

Adobe's system design makes it more challenging to share cohorts with non-Adobe Analytics products, making it difficult to scale insights into actions quickly. Sending segments of users or user-level data to other martech products can be cumbersome. And Adobe's customer data platform, AEP, leverages a proprietary Adobe data warehouse.

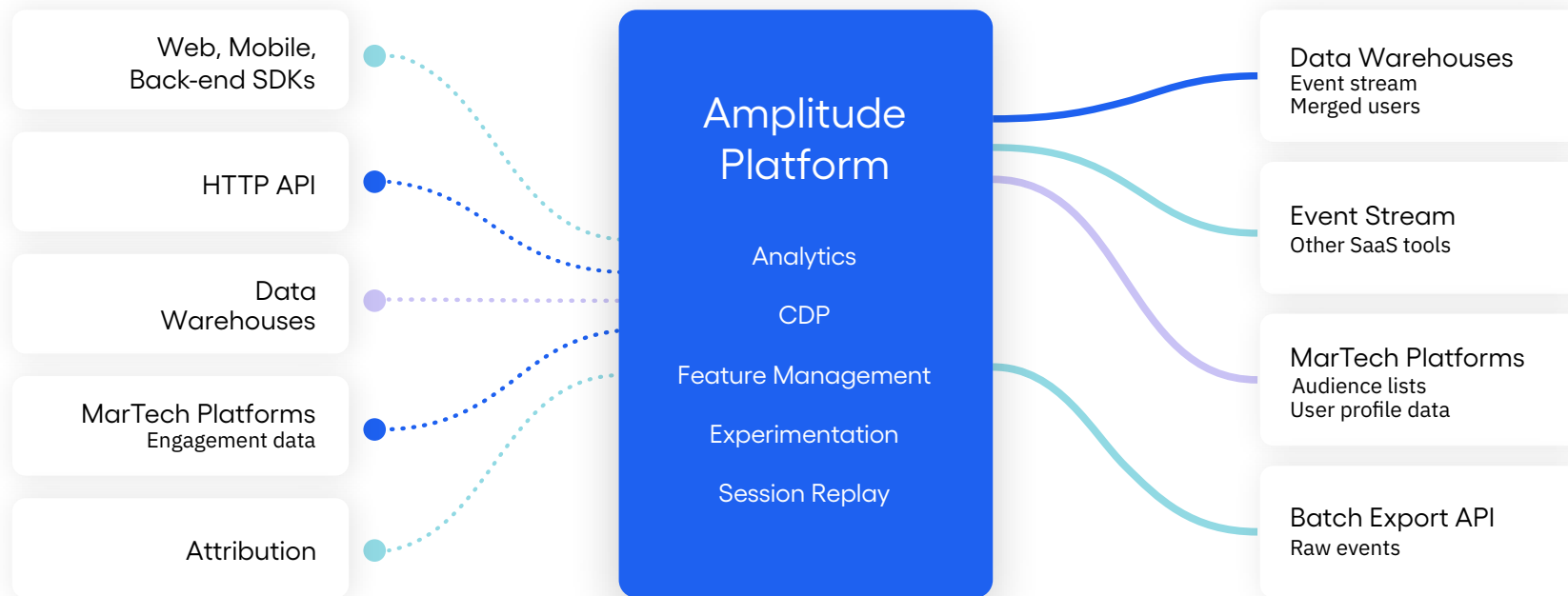


Though Amplitude provides a full-platform analytics solution—including [Experiment](#) and [Customer Data Platform](#)—we don't believe in mandating that customers use only our solutions and recognize you have other solutions in your tech stack tech stack you want to integrate with.

That's why we built Amplitude as an open system that integrates seamlessly with hundreds of other vendors—including [Adobe](#). Cohorts, events, and identities can be automatically synced on a regular basis to marketing partners or internal data warehouses.

Amplitude also makes it easy for customers to integrate with external data warehouses, going so far as offering [warehouse-native analytics](#) for Snowflake.

This solution enables Snowflake users to leverage Amplitude to perform powerful product analysis directly in Snowflake, bringing our application directly to their data. These investments further demonstrate Amplitude's commitment to delivering an open ecosystem, empowering customers with more options and flexibility.



Amplitude's open ecosystem approach integrates with your stack of choice

4

Easy self-service and adoption

More and more organizations are rallying behind data democratization, making data accessible to all users and promoting self-service. However, if your analytics solution is too complex or requires sophisticated data science expertise, adoption will flounder, and self-service will be a pipe dream rather than a reality.

Adobe Analytics was built for data analysts, making it powerful but hard to use. Analysis Workspace, which is Adobe Analytics' reporting front-end, is great for power users, but many customers find its [adoption by casual users to be difficult](#).¹¹ As a result, users often have to rely on analytics teams or data scientists to get the information they need.

We've heard from teams that these experts field a never-ending stream of analysis tickets and requests. This creates bottlenecks and delays for stakeholders and consumes valuable time data scientists should spend on complex analyses.

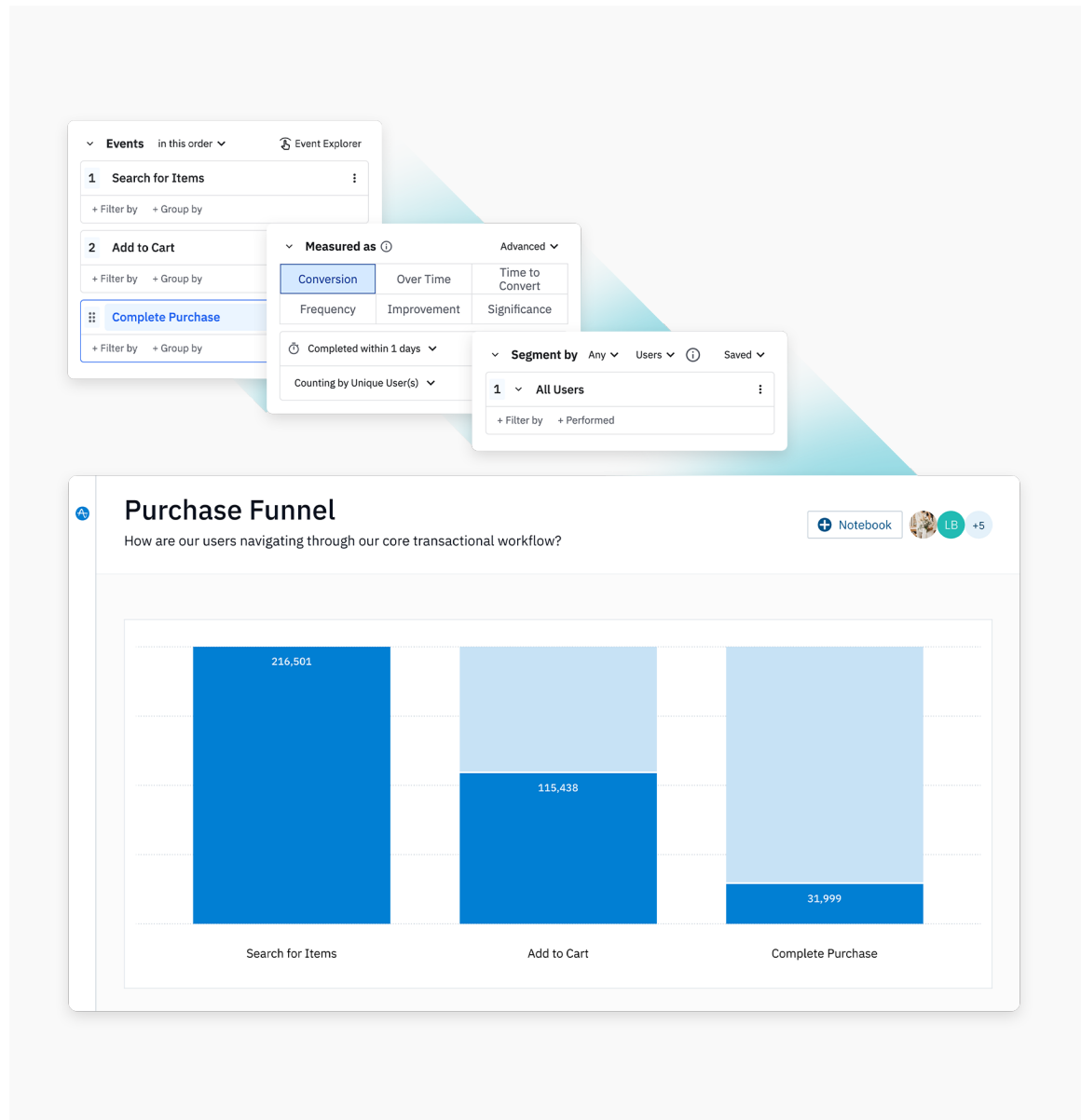
Adobe Analytics also lacks the collaboration features organizations need to effectively tell stories about their data, communicate and socialize findings, and align teams.

Conversely, Amplitude is technically sophisticated yet easy to use and drives adoption by facilitating collaboration across teams within the platform.



Self-service

Amplitude boasts the same advanced capabilities as Analysis Workspace but in an easy-to-use interface built for non-technical teams. As seen on the right, it uses a “sentence” structure for answering questions that is easy for users of any level of sophistication. Product managers and marketers alike can use self-service capabilities to gain insights and take action quickly. It’s common for hundreds of users to regularly self-serve on Amplitude.



Collaboration and adoption

Data storytelling in Adobe Analytics is limited to text boxes within Analysis Workspace projects or emails with PDFs of CSV files.

Amplitude, on the other hand, believes digital analytics is a team sport and specifically designs features with collaboration in mind. In addition to uniting product and marketing data and insights into the same platform—creating one view of the truth for both functions—Amplitude makes it easy to share and tell stories across teams with features like Team Spaces, Notebooks, and comments to drive widespread adoption of users.

It's much harder to enable storytelling, annotate reports, or discuss data in Adobe Analytics.



Team spaces

Team spaces help product teams subscribe to and organize analyses shared in Amplitude.





Notebooks

Notebooks are documents, composed of text blocks, pictures, videos, charts, chart takeaways, and summary metrics.

Notebooks enable you to communicate context and takeaways from analysis that help your team make better-informed product decisions.

The screenshot shows a 'Subscription Experiment Notebook' interface. At the top, it says 'Notebook' and 'Last edit was a few seconds ago'. There are buttons for 'Share', 'Chart View', and 'Add to Team Space'. The main content area has a title 'Subscription Experiment Notebook' and a 'Project Brief' section. The brief describes a personalized content experiment that led to a 6% lift in subscription conversion. Below the brief is a callout box with a main KPI: 'conversion rate for our subscription funnel, grouped by Experiment Group. Notice the 30% lift in downloaded content, and the 6% lift in conversion!'. At the bottom, there is a 'Funnel Analysis by Experiment Group' chart and 'Metric Trackers' set to 'Overall Conversion'. A 'Sign Up For Trial' button is visible in the bottom right corner.

The screenshot shows a 'Purchase Funnel' dashboard. The title is 'Purchase Funnel' with the question 'How are our users navigating through our core transactional workflow?'. The dashboard shows a 'Total Conversion' of 14.8% for the last 30 days, based on data from 22 hours ago. The funnel consists of three stages: 'Search for Items' (236,501 users), 'Add to Cart' (115,438 users), and 'Complete Purchase' (31,999 users). The chart is a stacked bar chart showing the percentage of users at each stage. On the right side, there is a 'Chart Comments' panel with a comment from a user: '@name we're so close to our CVR goal, let's brainstorm for our next sprint'. There are buttons for 'Add comment', 'Connect To Slack', and a notification to 'Want to receive comment mentions instantly?'. The top navigation bar includes options like 'Create', 'Recent', 'Favorites', 'Spaces', 'User Look-Up', 'Cohorts & Audiences', 'Experiment', and 'Data'.



Comments

Comments enable you to start a discussion around your analyses right alongside your charts on a dashboard. This is useful for teams to discuss and iterate on their findings.



CUSTOMER STORY

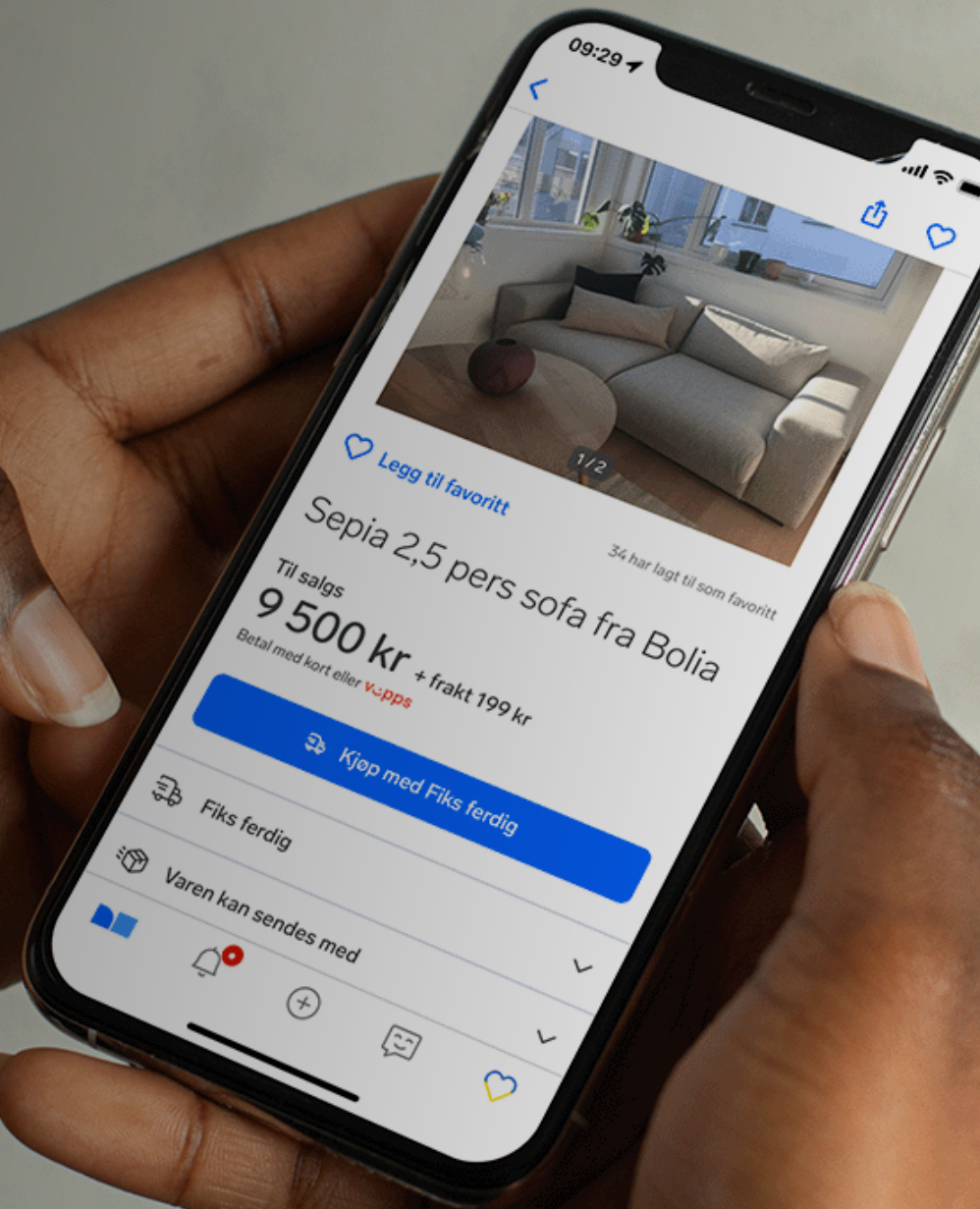
FINN is Norway's leading online marketplace for everything from secondhand goods to cars, travel to real estate, and insurance to job listings. With 30 million page views a day, their 200 developers are challenged to continuously innovate the platform with more than 800 microservices—and this innovation requires data access they weren't getting from their previous solution, Adobe Analytics.

"[We] decided to change the analytics tool because various teams felt it was too difficult. We'd done a lot of tool training with little impact, and [Adobe Analytics] wasn't a good match for our functionality needs," explains Linn Tove Vindsnes, Manager of Insight Data at FINN.

When the FINN team got a sneak peek of Amplitude Analytics from their parent company, Schibsted, which was already using it, they were excited about all the "cool stuff" for analysts that would help them get results quickly without having to be data scientists to solve the problems at hand.

Since implementation?

"For FINN, Amplitude is more than just an analytics platform—it's a learning hub. Amplitude Analytics isn't a standalone solution distributed in different pockets of the organization. It's widespread, and its easy adoption means analytics is part of everyone's process."



5 Strong data governance

Making decisions based on inaccurate data isn't much better than making decisions based on no data. That's why [data governance](#) is so critical. Though many view data governance as cumbersome and time-consuming, it doesn't have to be.

But despite its criticality, Adobe Analytics has few data governance features.

Many organizations pay millions of dollars to Adobe but must manage their implementation with a spreadsheet and struggle to control and track their data throughout the data lifecycle. Additionally, Adobe Analytics makes it challenging to prevent bad data from making its way into the platform—and once it's in there, customers report needing to pay engineering resources to take that data out.

This undermines the validity and reliability of analyses.

Challenges with governance can also lead to duplicate analytics components, including reports, segments, and metrics across Adobe Analytics, and without a way to dedupe it, clutter and confusion ensue.

Many organizations pay millions of dollars to Adobe but must manage their implementation with a spreadsheet

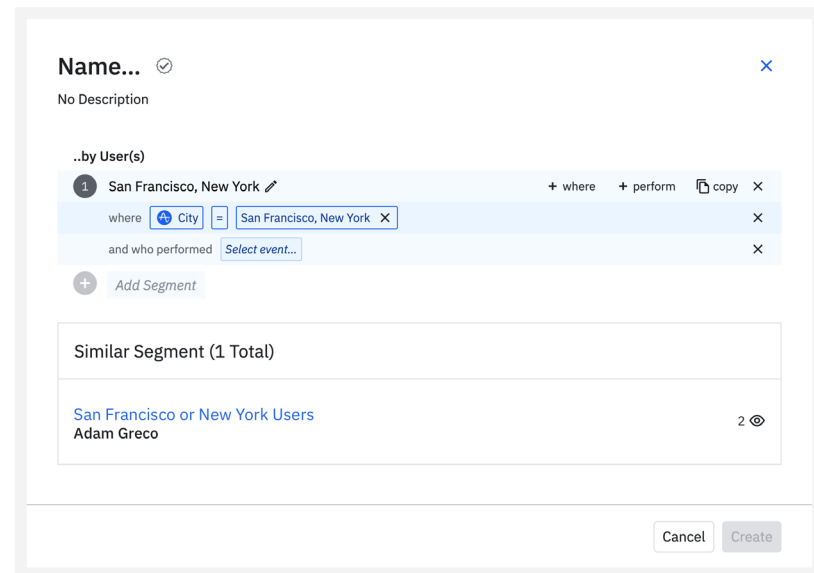
The Amplitude team takes data governance seriously and has made significant investments, including [acquiring Iteratively](#), a leader in data planning and instrumentation, in 2021.

Amplitude also prevents duplicate analysis objects by default, so you literally cannot save an object that already exists—stopping the problem before it starts. Amplitude also includes multiple ways to ensure data is clean and to fix errors should they arise.

With Amplitude, you can concentrate on deriving insights and driving business outcomes rather than worrying about data standards and data storage.

- **Implementation solution design:** Captures all information directly in the digital analytics product interface so you can always view the most up-to-date information and multiple people can iterate on the solution design.
- **Automated verification:** Ensures that the data being collected is what is expected, automatically alerts the digital analytics product if unexpected events or properties are found, and quarantines them until they are reviewed so they don't taint production data.
- **Automated format verification:** Verifies that the collected data values match the expected format. For example, if you have a data property that is meant to be a number but is being passed a text string, that should be flagged automatically.
- **Object officiation:** Marks digital analytics objects as “official” within the implementation so people in your organization know which components are correct and which are not.
- **Object deduplication:** Automatically prevents users from creating duplicate objects. As shown on the right, if a user attempts to create an exact duplicate, the digital analytics product will prohibit them from saving it.

- **Object usage:** Understands where every digital analytics event or property is used throughout the platform.
- **Data transformation:** Provides a mechanism for administrators to transform data and make changes in data warehouses when necessary, including value modification, data obfuscation, and data deleting.



Amplitude prevents duplicate analysis objects by default.

6

Built-in AI and machine learning

The development and use of AI-powered technologies will continue to significantly impact the analytics industry—and the world—for decades to come. AI can help organizations across industries create better products, so unsurprisingly, most companies are looking to harness its power and accelerate their adoption of AI capabilities.

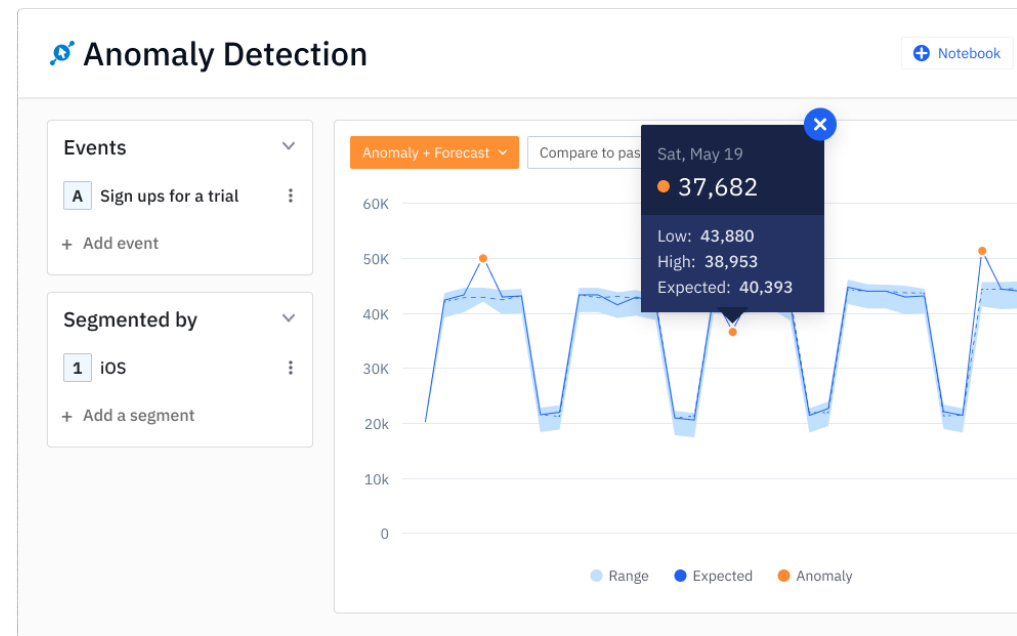
Adobe Analytics' Sensei doesn't provide the extensive or practical AI and ML capabilities teams need. For example, customers share that root-cause analysis using Adobe Analytics' contribution analysis feature is challenging and limited.

At Amplitude, we have long been at the forefront of helping product teams leverage AI and machine learning (ML) techniques with features like [our recommendation engine](#) and [product monitoring](#).

Amplitude has invested heavily in ML and AI, integrating it throughout the platform. It offers built-in machine learning to help users discover insights and shift from reactive to proactive and predictive ways of working. Amplitude's [root-cause analysis](#) feature uses machine learning to analyze the properties of anomalous events for you while also pulling in external context like country-specific holidays and new releases of your product.

Additionally, our [Data Assistant feature](#) uses generative AI capabilities in Amplitude AI to provide intelligent recommendations and automation to make data governance effortless and data quality maintenance and improvement easier for everyone in your organization.

Similarly, conversion drivers and predictive cohorts help users identify improvement opportunities.



Amplitude's intelligent always-on monitoring detects anomalies and ensures you never miss an important change in your product.

AMPLITUDE AI

Amplitude is built on modern machine learning and generative AI technologies that enable product teams to build smarter, learn faster, and create the best digital experiences for their customers.

Ask Amplitude: Just type a question, and we'll share a chart with the answer you need. Powered by large language models, Ask Amplitude understands your product, your taxonomy, and your language to frame your analysis correctly.

Data assistant: Automate your data's cleanup, enrichment, and governance so anyone on your team can access trusted insights.

Amplitude Insight: Get notified via email or Slack as soon as your digital product behavior deviates from your expectations so that you can act immediately.

Predictions and recommendation: Use AI recurrent neural networks that understand what your users are going to do next and automate campaign targeting with real-time syncs and APIs that serve customer data to your marketing platforms and digital products.

Personalized AI-powered chart builder: Create charts, build cohorts, and write formulas easily by picking and choosing from various suggestions.

Amplitude is committed to getting AI right. Learn more about [our AI philosophy and principles](#).

Data Assistant

Overall Score 78 of 100

Top Suggestions

- Add descriptions to 10 popular events. [Review](#)
- Add tags `Song` and `Engagement` to 8 similar events. [Review](#)
- Update display names to be Title Case for 6 events. [Review](#)
- Assign Ari Rajan as owner of 5 similar events. [Review](#)

[Review All](#)

7

Best-in-class customer support

When you select a vendor, you enter into a partnership relationship with them. Though many undervalue customer support during vendor evaluation, it's essential to have confidence that resources are ready and available to answer questions, solve problems, correct bugs, and listen to your feature requests.

Even some of Adobe's most ardent supporters often share complaints about their [support](#).^{12&13} We've also heard customer dissatisfaction about the expensive consulting Adobe often pushes on customers instead of improving support. Additionally, reported frequent turnover among customer success managers can create continuity issues.

Conversely, third-party review sites like G2 recognize Amplitude's superior support teams. Customers who [purchase their plan](#) through our sales team are assigned an account manager as their first point of contact and receive direct support from an Amplitude team member. Additionally, product management loves talking to and hearing directly from customers, making themselves readily available to ensure customers get the most out of the product. As evidenced by the LinkedIn posts on the right, Amplitude takes customer feedback seriously and acts quickly to address any concerns or recommendations.

Senior Data Engineer
Measurement Strategy & Analytics, Leading gaming platform

How important is it to have a superb partnership with the company providing your main enterprise #measurement / reporting / #analysis tool? For me it is crucial. There are always going to be bumps in the road but how thoughtfully and quickly they are addressed is critical.

This week we found a problem with Amplitude's GTM tag template that if not solved it was going to force us to take a totally different, more costly and lengthy implementation approach. Tuesday afternoon we had a meeting with them to ensure the issue was understood and two days later, Thursday, the new version of the GTM tag with the fix was available. Big THANKS guys! I feel respected as a customer.

Now. How many bugs or plain good suggestions for improvements have been sitting in the Google Analytics / Google Tag Manager queue for months or even years?. You see what I mean.

Yes, you are going to hear me talking frequently about Amplitude. Not because I have any kind of affiliation with that company. Simple reason. In my daily work I'm not dealing anymore with Google Analytics, I'm dealing with Amplitude and because I like to share my thoughts and findings about the work I do and tools I use in case someone else finds them interesting, useful or unsubstantiated and erroneous enough to tell me so (which I love, keeps me on my toes).

21 · 2 Comments

Like · Comment · Share

Head of Analytics
Leading UK travel and leisure operator 10mo ...

Couldn't agree more with the sentiment in Ani's post. We too have in recent months become Amplitude customers and spotted a critical issue, namely the current inability to display revenue amounts in anything other than \$ (We are a UK company, I don't want to spend my working life repeatedly answering "shouldn't that be in £" type questions!). I've already been assured that this has been escalated on the priority list to be taken care of this quarter...in 15 years I've never had such a response from ANY vendor, fantastic start to the relationship.

Like · Reply · 4 Reactions

What do you dislike about Adobe Analytics?

The complexity of not being easy to use for beignners and higher cost creates a bit of problem. In addition to that having programming language basics is a must to use it. Additionally the customer support is not very satisfying.

Show More ▾

13

What do you dislike about Adobe Analytics?

Just the cost of this tool is higher and from long there are no upgradation features like other competitors have been seen in yet. Need time to understand and learn how to use it properly with little resources available and not very satisfactory customer support.

Show More ▾

12



Choose the right digital analytics platform for your team

Selecting a digital analytics platform is an important decision: Product, marketing, and customer experience analytics are converging; self-service capabilities are now table stakes; and governance is critical if you want to build trust in your data.

Gaps in Adobe Analytics's ability to address many of these areas are why many customers choose Amplitude. So, whether you're an existing Adobe customer or evaluating your options, we're here to help.

Amplitude is a unified digital analytics platform that helps organizations deliver trusted data with clear insights that they can use to take faster actions, build better products, and engage customers with personalized campaigns.

Get up and running faster with the free version of Amplitude and the Amplitude [Adobe Launch Extension](#).

Why teams pick Amplitude over Adobe Analytics

Full view of the customer journey

Get the best of both marketing and product analytics in one platform that covers the entire customer journey, from acquisition through engagement and retention, across devices.

Cost-efficient and easier to implement and maintain

Easy implementation and maintenance ensures you're up and running in less than 90 days. You don't need specialized skills, team members, or consultancy support to achieve business results.

Open ecosystem for seamless tech stack integration

Flexible and open platform enables you to integrate with hundreds of third-party products and warehouse-native capabilities.

Easy self-service and adoption

Easy-to-use, yet technically sophisticated, and built for non-technical teams to drive adoption and collaboration across the organization.

Strong data governance

Industry-leading data governance capabilities prevent bad data from getting into the platform and ensure errors are automatically detected for quick remediation.

Built-in AI and machine learning

AI and machine learning throughout the Amplitude platform help users discover insights and shift from reactive to proactive and predictive ways of working.

Best-in-class customer support

Robust, reliable, and personalized support resources who are invested in your success and take your feedback seriously.

Learn more about how Adobe Analytics and Amplitude compare. →



Endnotes

- 1 Accenture: "[New Research from Accenture and Qlik Shows the Data Skills Gap is Costing Organizations Billions in Lost Productivity](#)" (2020)
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- 8 Captterra: "[Adobe Analytics Reviews](#)" (2023)
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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, NBCUniversal, Under Armour, Shopify, and Jersey Mike's, 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.

