

Go from leads to long-term value

Drive lasting growth with marketing that earns customer loyalty.

Marketing is undergoing a massive transformation.

Between privacy laws, third-party cookie deprecation, and the rise of ad blockers, the old ways of tracking marketing don't tell you as much as they used to. At the same time, customer expectations keep rising. People want seamless, more personalized digital experiences, and they'll bounce if they don't get them.

These changes are prompting marketers to think a little differently. They're looking beyond that first click to understand where users drop off and what brings them back.

2x revenue growth
from great customer experiences¹

¹ [McKinsey, 2023](#)

But the legacy analytics tools marketers once relied on weren't built to help them discover these answers. They need a solution that offers full-funnel visibility across the customer journey, unified insights, and the agility to adapt strategies in real time.

Amplitude gives you the insights you need to drive better marketing results:

- **Maximize ROI** with real-time, self-serve insights that optimize your ad spend and martech investments
- **Align marketing efforts** to business outcomes with metric alignment across teams
- **Deliver better digital experiences** by understanding customer behavior across every touchpoint
- **Build lifelong loyalty** through personalized, data-driven engagement

Explore [Amplitude for Marketers](#) or [chat with an analytics expert](#)

Leading brands trust Amplitude to drive growth

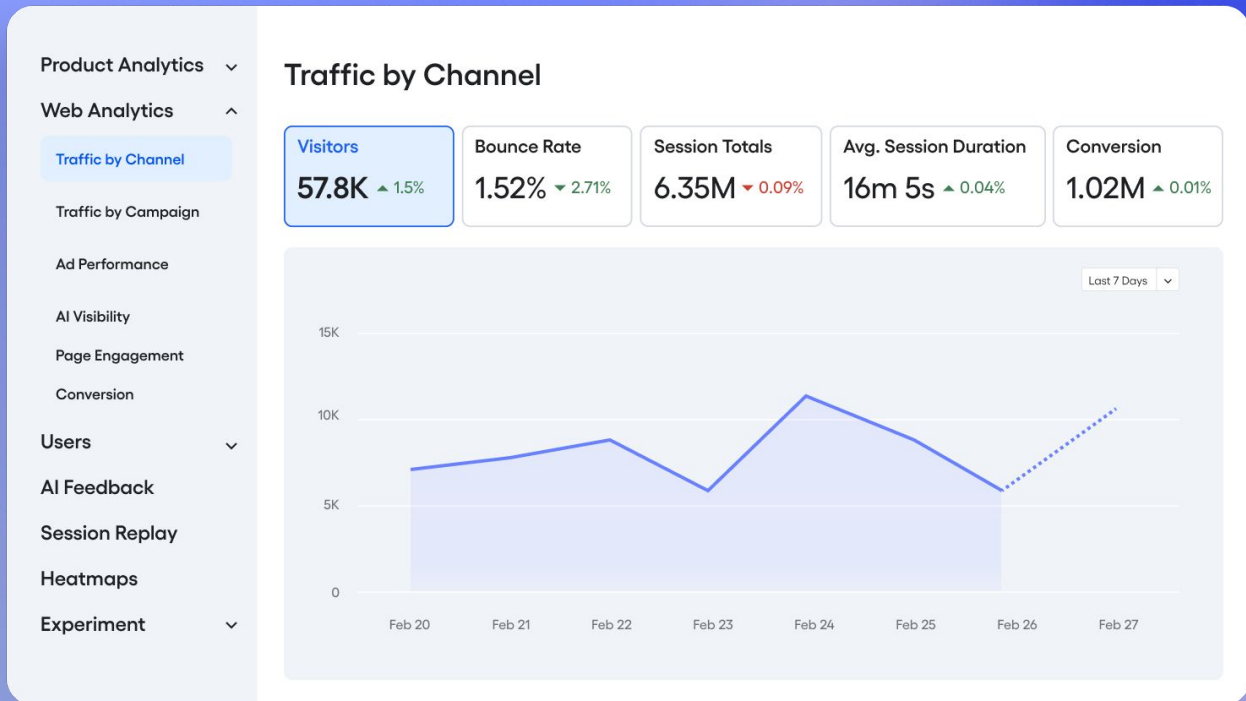


NBCUniversal



Walmart





How modern marketers use Amplitude



Optimize conversion paths

Combine behavioral analytics with qualitative [Session Replay](#), [Heatmaps](#), and [AI feedback](#) to reveal where users drop off and why. Use [AI Agents](#) to diagnose friction and get tailored conversion strategies.



Build and target predictive audiences

Reach all your key audiences. Use [Activation](#) to uncover behavioral trends and build dynamic user lists. Then automate your campaign targeting with real-time syncing into your marketing ecosystem.



Uncover what drive retention

Understand your customers' every click to create experiences they love. Use [web analytics](#) to get key insights into how users move through your product and what it takes to turn them into loyal customers for life.



Personalize digital experiences

Deliver timely, relevant experiences at every step of the journey. Use real-time behavioral insights to personalize campaigns, [test messaging](#), and send targeted in-product [guides](#) and [surveys](#).



Attribute revenue to campaigns

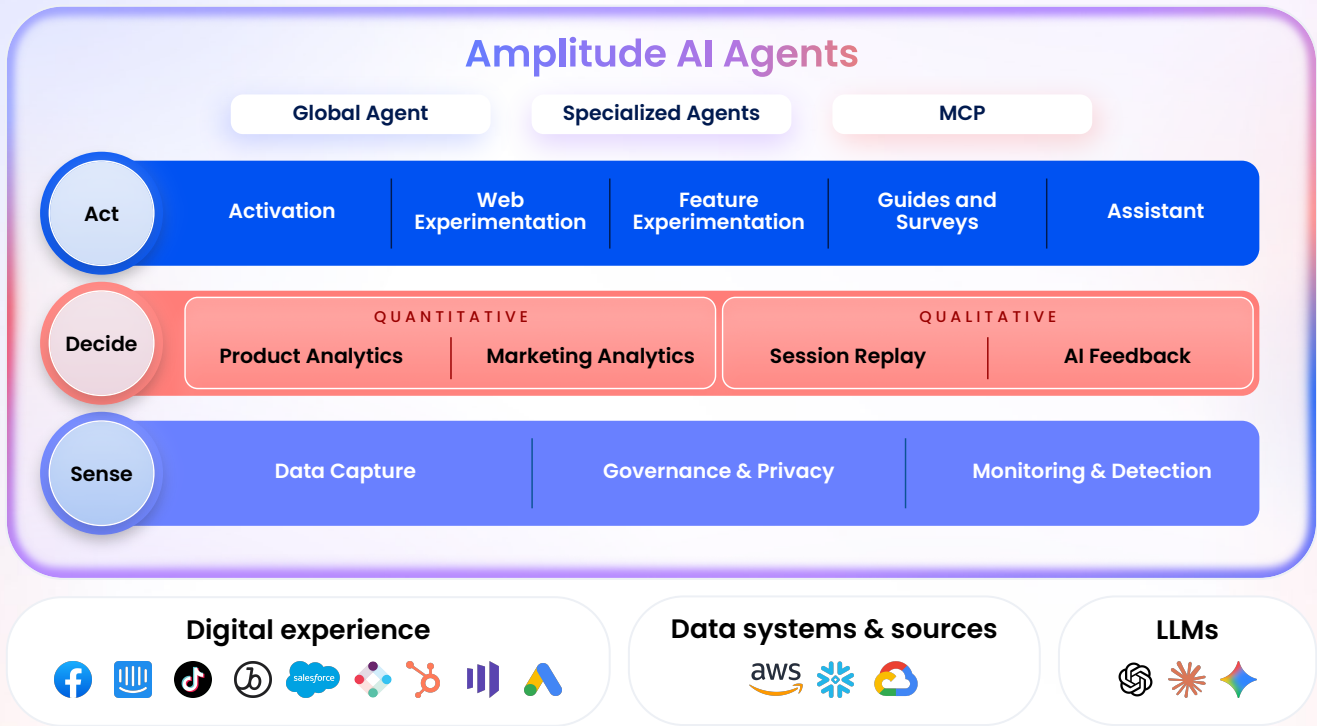
Understand which channels and campaigns actually drive revenue. Connect marketing touchpoints to downstream product behavior and revenue with [marketing attribution](#), so you can invest in what works and scrap what doesn't.



Track your brand's visibility

See how AI assistants talk about your brand with [AI Visibility](#). Monitor share of voice, competitive rankings, sentiment, and changes over time to understand whether AI is recommending your product to customers.

AI Analytics Platform



Get the unfair AI advantage your business needs to grow relentlessly

Full-funnel visibility

Combine product and web analytics with Session Replay for a complete picture of the customer journey. See user paths, drill into conversion, engagement, and retention, and analyze key customer segments.

Faster optimization and experimentation

Test, learn, roll out, repeat. Run more experiments to optimize performance with personalized campaigns, powered by the same data you use for analytics.

Smarter segmentation and personalization at scale

Grow your personalization efforts by quickly and easily segmenting, testing, and targeting customers by behavior and even expected behavior with predictive AI capabilities.

Clear attribution and ROI

Accurately and reliably track campaign performance across channels and devices, making it easy to assess the return on your spending decisions.

Better campaign and conversion rate optimization

Drive performance with no-code experimentation capabilities that enable you to precisely target your audiences and a rich dataset to help you spot issues no matter where they occur in the funnel.

Intelligent insights and actions

AI analytics helps marketers understand customer behavior, uncover insights faster, and take the next step across experimentation, personalization, and optimization.

The platform that delivers real results for your business



ROI
217%

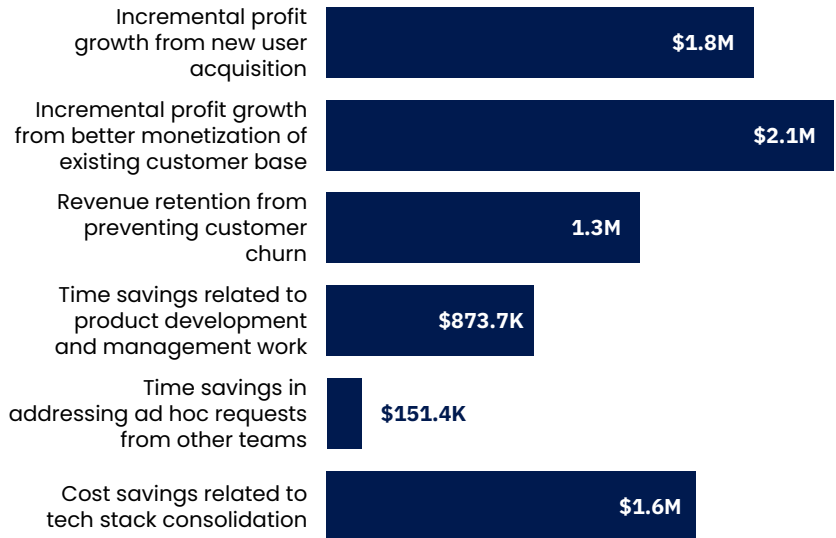


NET PRESENT VALUE
\$5.34M



NET PAYBACK
< 6 months

Benefits (3 year)



Forrester TEI Study, 2023



Increased revenue by 10%
by reducing unsold ticket rate

When TicketSwap used Amplitude Analytics to see what was causing users to churn before completing a purchase, they discovered that technical hurdles were the culprit. Their fix? They used Amplitude to track the users experiencing these issues and then targeted them with search, social, and CRM campaigns enticing them to return to the site. The result: a 15% lift in sales and a 10% increase in revenue.



Cut marketing costs by 20%
by customizing onboarding

Scripbox turned to Amplitude to find personalized touchpoints that would help build trust with first-time investors. By redesigning its onboarding flow with targeted in-app messaging, Scripbox saw a 246% increase in first-time investments, a 22% revenue lift from new users, and a 20% drop in marketing costs—all while advancing its mission to make digital investing feel safe.



Lifted conversions by 20%
by experimenting with a new CTA

It wasn't until Evaneos adopted Amplitude that the travel planning platform realized why the booking conversion rate for one of its markets was lower than its others. It used Amplitude Experiment to determine whether a change in the wording of a CTA would land better. It did—so much so that Evaneos's CTA click-through rate increased 2X, increasing conversions by 20%.