

# 10X Your Product Team. Fast-Track Product Growth.

AI agents help automate your workflows and turn analysis into better product experiences.

Customer expectations are accelerating fast. AI-native products have raised the bar for both speed and quality, and AI coding tools have made it dramatically easier to build and ship software.

As a result, markets are more competitive and teams are releasing features at unprecedented velocity.

This acceleration makes analytics more important than ever. Unfettered access to customer behavior is the difference between shipping fast and growing fast.

But for many product teams, analytics is a source of friction rather than clarity. Decisions slow down just as the business needs to move faster.

**40% higher productivity**

among PM teams using AI tools for product discovery

<sup>1</sup> [McKinsey, 2024](#)

Amplitude is closing this gap by making analytics easier to use, faster to act on, and available directly where decisions are made.

Get trusted insights about what drives customer engagement right at your fingertips. Use Amplitude AI analytics to:

- **Improve conversion** with hyper-personalized, effortless experiences that delight new users from the start.
- **Turn churn into retention** with a deep understanding of what keeps customers coming back and doing more.
- **Create profitable products** by optimizing the path to purchase, turning free users into paid customers, and growing your bottom line.

[Explore Amplitude AI](#) or [get started with Amplitude](#)

Leading brands trust Amplitude to drive growth

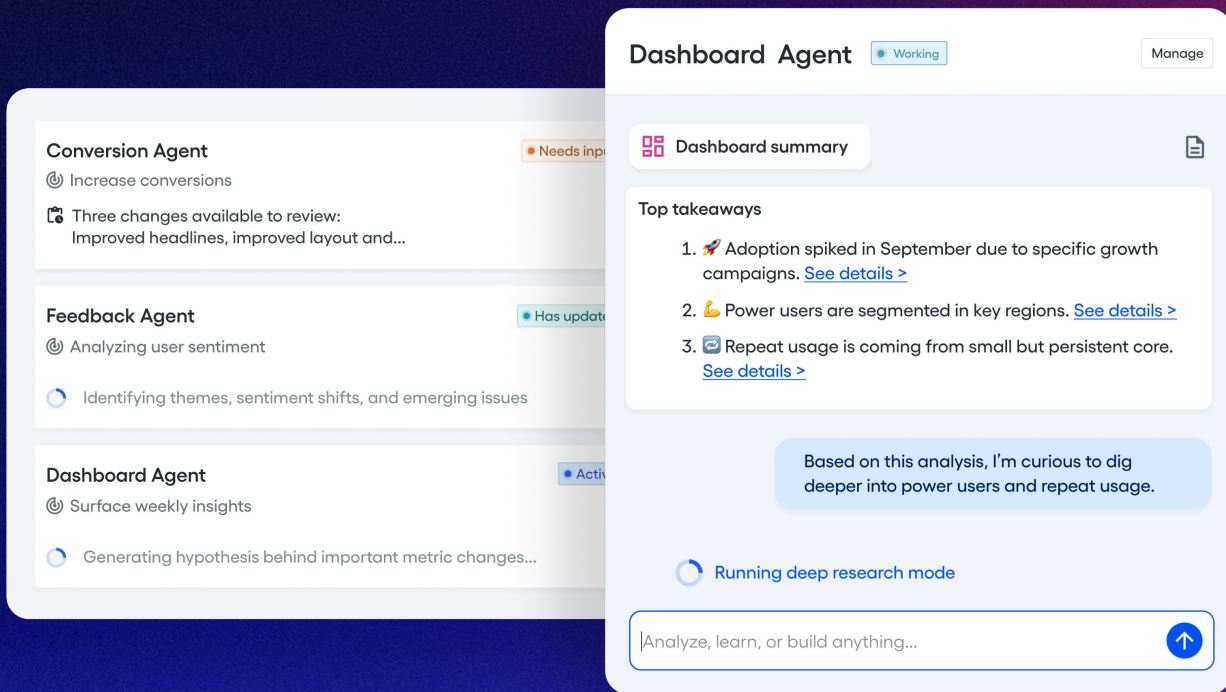


NBCUniversal



Walmart





## How modern product teams use Amplitude



### Automate product workflows

Build better in less time. Let [AI Agents](#) execute complex analyses, investigate root causes, build dashboards, flag anomalies, recommend actions, and send insights directly to Slack.



### Connect context everywhere

Use [MCP](#) to bring behavioral context directly into your favorite AI tools. Embed user data into your product workflows to inform product decisions, discover what works for different cohorts, and collaborate seamlessly.



### Accelerate time from insight to action

Identify opportunities and act on them in hours, not days or weeks. Investigate root causes automatically and tee up action, turning analytics from a lagging indicator into a real-time advantage.



### Optimize adoption across the user journey

Tap into qualitative [Session Replay](#), [Surveys](#), and synthesized [customer feedback](#) to pinpoint friction. Use [agents](#) to diagnose and recommend improvements, and launch in-app [Guides](#) to help users see early value.



### Prioritize what to build next

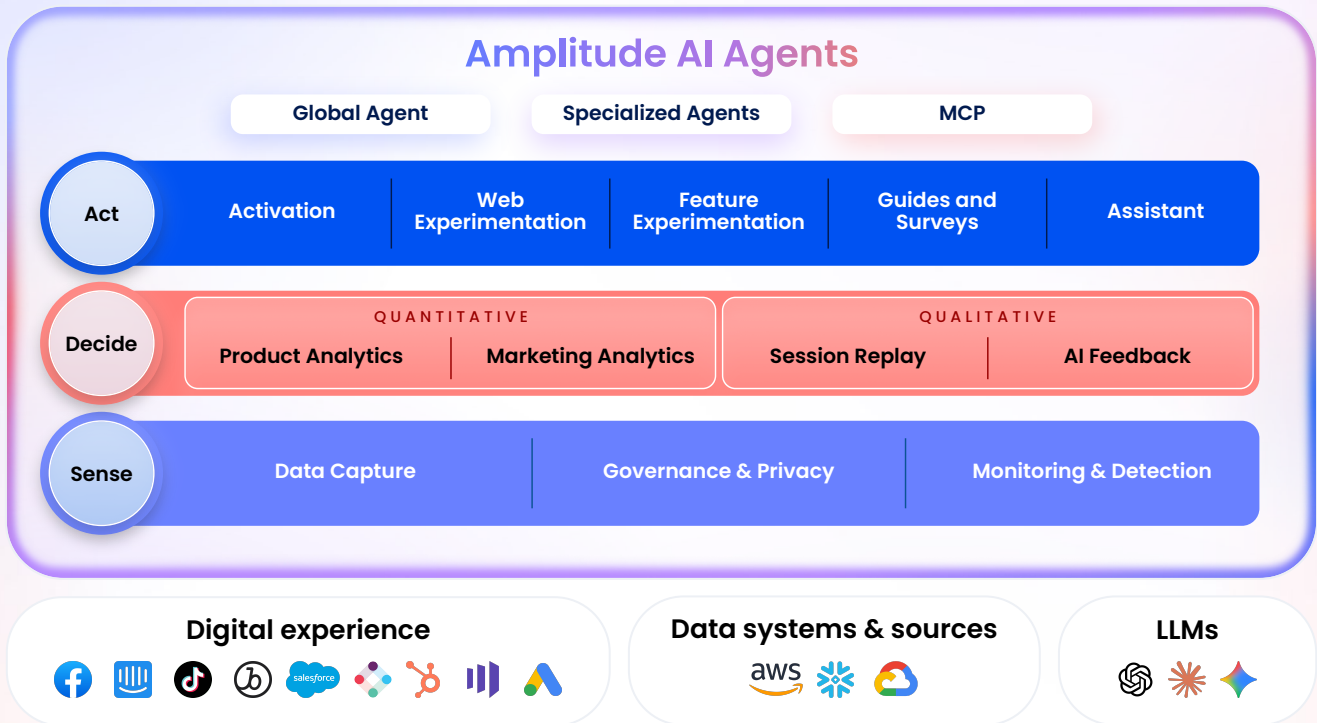
Invest in the roadmap bets that matter most. Use AI insights to identify opportunities across engagement, retention, and monetization, then turn deep analysis into PRDs grounded in real user behavior.



### Drive results with constant experimentation

Test quickly and confidently. Give an [agent](#) a metric to improve, and it will design experiments, generate variants, launch tests, analyze results, and recommend the best path forward.

# AI Analytics Platform



**Get the unfair AI advantage your business needs to grow relentlessly**

### Full-product visibility

Combine product analytics, session replay, surveys, and customer feedback to see how users move through every feature and workflow, and fix what slows them down.

### Behavioral insights, everywhere

Bring Amplitude’s behavioral context directly into your AI tools—Claude, Cursor, OpenAI, Lovable, Figma, and more—to get answers and take action where you already work.

### Smarter feature personalization at scale

Deliver dynamic in-product experiences tailored to user behavior and predicted intent using real-time data and AI-powered segmentation.

### Built-in AI agents across the product lifecycle

Use Amplitude AI Agents for expert-level analysis, experimentation design, diagnostics, and optimization across the entire product workflow—using plain language.

### From user voice to business value

Watch and listen to users at scale to understand how they feel about your product and why. Turn unstructured feedback into clear insights about customer needs and product opportunities.

### Faster experimentation and delivery

Test features, iterate quickly, and deploy with confidence using experimentation and feature flags powered by the same data that drives your analytics.

# The platform that delivers real results for your business



ROI  
**217%**

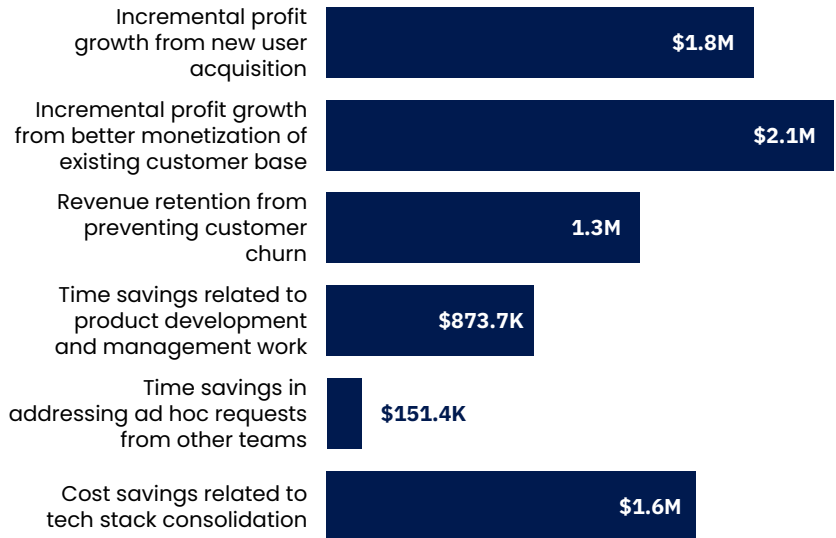


NET PRESENT VALUE  
**\$5.34M**



NET PAYBACK  
**< 6 months**

## Benefits (3 year)



Forrester TEI Study, 2023



**90% reduction in analysis time**  
with AI Agents

•• A [NTT docomo](#) piloted an [AI agent](#) on top of its existing Amplitude dashboards to scan relevant data, summarize performance, and surface unusual trends and likely drivers. Teams can now ask natural-language questions and get instant answers—[reducing analysis time by 90%](#). What was once a slow, reporting-heavy step is now a fast, repeatable process.



**4X increase** in product velocity  
with rapid experimentation

•• The product team at [CAFU](#) wanted to stop guessing which services fueled customer value. Using Amplitude to analyze funnels, understand user behavior, and accelerate experimentation, CAFU [cut experiment-to-release time by 75%](#) and boosted conversions by 20%+ across service funnels.



**2.5X activation rate increase**  
with redesigned onboarding flow

•• [Scripbox](#), a digital financial advisory, used [Amplitude Analytics](#) to find personalized touchpoints that were critical for building trust with its first-time investors. After redesigning its onboarding flow with targeted in-app messaging, the company saw a [246% increase in first-time investments](#) and a 22% revenue lift from new users.