Amplitude Acquires InfiniGrow to Bring Revenue Analytics to Marketers

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InfiniGrow acquisition advances Amplitude's AI vision by expanding intelligent analytics across marketing and revenue use cases

SAN FRANCISCO--(BUSINESS WIRE)--Jan. 14, 2026-- **Amplitude, Inc.** (Nasdaq: AMPL) has acquired InfiniGrow, an AI marketing analytics company. The acquisition reinforces Amplitude's focus on making analytics actionable and helping marketers move faster, make smarter decisions, and drive business outcomes from a single platform.

Marketers have more data than ever, but acting on it is hard. Too often, insights live in dashboards while decisions happen somewhere else. The InfiniGrow team will help Amplitude close that gap by evolving analytics from reporting on what already happened into actionable insights that help teams measure, forecast, and optimize the impact of marketing on revenue.

"InfiniGrow built AI to answer the hardest questions marketers face, and that's exactly what Amplitude does," said Spenser Skates, co-founder and CEO of Amplitude. "Together, we're turning complex data into clear decisions teams can act on confidently."

Across today's marketing teams, analysts play a critical role in defining sessions, connecting customer journeys, and maintaining trust in the data. To strengthen that foundation, Amplitude is doubling down on session-based analytics by making sessions first-class across the platform and preserving session context over time. This ensures marketing actions are rooted in accurate insights and clearly tied to real business outcomes. Without that foundation, action becomes guesswork.

InfiniGrow's AI-powered marketing analytics builds on this foundation by helping teams measure, forecast, and optimize how marketing drives revenue. With advanced what-if analysis and scenario modeling, marketers can explore tradeoffs, test assumptions, and iteratively plan and allocate budgets using AI-driven forecasts.

"We built InfiniGrow to apply AI to the real decisions marketers face every day, grounded in clean and contextual customer journey data," said Daniel Meler, co-founder and CEO of InfiniGrow. "Joining Amplitude allows us to scale that work and contribute to a broader AI analytics vision that empowers teams to act with confidence."

To learn more, check out the Amplitude blog.

About Amplitude
Amplitude is the leading AI analytics platform, helping over 4,500 customers—including Atlassian, Burger King, NBCUniversal, Square, and Under Armour—build better products and digital experiences. With powerful AI Agents embedded across our platform, teams can analyze, test, and optimize user experiences faster than ever. Ranked #1 across multiple categories in G2's Fall 2025 Report, Amplitude is the best-in-class solution for product, data, and marketing teams. Learn more at amplitude.com.

About InfiniGrow
InfiniGrow is an AI marketing analytics platform that helps organizations measure, forecast, and optimize the impact of marketing on revenue. By unifying marketing, sales, and financial data, InfiniGrow provides real-time visibility into what's working and why across channels and customer journeys. Its analytics, attribution, and forecasting capabilities enable teams to understand what drives results, plan and optimize budgets, evaluate scenarios, and make data-driven decisions with confidence.

Forward-looking Statements
This press release contains forward-looking statements within the meaning of federal securities laws, including the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based upon current plans, estimates, expectations, and assumptions of Amplitude's management in light of historical results and trends, current conditions and potential future developments. Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties, assumptions, and changes in circumstances that are difficult to predict and many of which are outside of Amplitude's control. If the risks materialize, assumptions prove incorrect, or Amplitude experiences unexpected changes in circumstances, actual results could differ materially from the results implied by these forward-looking statements, and therefore you should not rely on any forward-looking statements. Words such as "anticipate," "expect," "project," "intend," "believe," "may," "will," "should," "plan," "could," "continue," "target," "contemplate," "estimate," "forecast," "guidance," "predict," "possible," "potential," "pursue," "likely," and words and terms of similar substance used in connection with any discussion of future plans, actions or events identify forward-looking statements. All statements, other than historical facts, including express or implied statements about the potential benefits and effects of the transaction with InfiniGrow; Amplitude's plans, objectives, expectations, and intentions with respect to InfiniGrow's business and capabilities; and the competitive ability and position of the combined business, are forward-looking statements. Important factors that could cause actual results to differ materially from Amplitude's plans, estimates or expectations described in such forward-looking statements could include, but are not limited to: (i) failure to achieve the expected benefits of the transaction, or the risk that the expected benefits of the transaction may otherwise not be fully realized or may take longer to realize than expected; (ii) Amplitude's ability to implement its plans, objectives, and other expectations with respect to InfiniGrow's business and capabilities and Amplitude's ability to deliver AI-powered user assistance solutions that deliver the expected benefits for customers; (iii) unanticipated expenses or liabilities related to the acquisition; (iv) the effect of the announcement of the transaction on Amplitude's ability to attract, motivate, retain and hire key personnel and maintain relationships with customers, suppliers, and others with whom Amplitude and InfiniGrow do business, or on Amplitude's operating results or business generally; and (v) other risks and factors described in Amplitude's filings with the Securities and Exchange Commission ("SEC"), including Amplitude's most recent report on Form 10-Q for the quarterly period ended September 30, 2025 and other reports that Amplitude has filed and will file with the SEC from time to time. The risks and uncertainties described above and in the SEC filings cited above are

not exclusive and further information concerning Amplitude, including factors that could affect its business, financial conditions or operating results, may emerge from time to time. You are urged to consider these factors carefully in evaluating these forward-looking statements, and not to place undue reliance on any forward-looking statements, which speak only as of the date hereof. Except as required by law, Amplitude assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release.

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