



## Amplitude Named a Strong Performer in Analyst Report for Customer Analytics Technologies

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*Amplitude received 5/5 scores in eight criteria, including product vision, performance, and customer journey analytics*

SAN FRANCISCO--(BUSINESS WIRE)--Jun. 23, 2022-- [Amplitude, Inc.](#) (Nasdaq: AMPL), the pioneer in digital optimization, today announced that it has been named a Strong Performer in The Forrester Wave™: Customer Analytics Technologies (CAT), Q2 2022. The report states that Amplitude's superior strategic vision is superior, led by the company's emphasis on closing the data-to-insights-to-action loop with testing and continuous experience optimization. With Amplitude's [Digital Optimization System](#), technical and non-technical teams alike can harness the power of behavioral insights in order to improve the customer experience and drive visibility, velocity, and growth.

The best digital products and experiences are built on a deep understanding of how customers act and what they need. Today, that has never been more important as companies aim to drive efficient, measurable growth in an economic downturn. Legacy vanity metrics like total users, downloads and website visits are no longer enough to provide insights into the complete customer journey. Companies now expect out-of-the-box advanced customer analytics and democratized access to data insights in order to know their customers better and deliver impactful experiences. As digital analytics markets converge, Amplitude provides a real-time, all-in-one analytics solution that equips companies with critical customer insights. According to the Forrester Wave, "Amplitude was born a digital product analytics vendor, but in a world where digital interactions make up the lion's share of customer interactions, the vendor has embraced the pivot into customer analytics."

"In today's turbulent economic climate, business leaders must be hyper-focused on understanding and serving their customers in order to drive growth," said Spenser Skates, CEO and co-founder of Amplitude. "At Amplitude, we're focused on helping companies build data-driven digital products and experiences that enable businesses to better know, grow, and keep their customers. With a proven track record as the industry's #1 product analytics platform and a growing suite of marketing analytics and data management tools, we see Amplitude's ranking as a Strong Performer in Forrester's CAT Wave report as validation that technologies are converging around measuring and delivering customer value."

Forrester defines customer analytics technologies as "the tools, solutions, and platforms companies use to transform data into customer-focused actions that win, serve and retain customers<sup>1</sup>." Amplitude received 5/5 scores on eight criteria, including product vision, performance, customer journey analytics, next best experience analysis, user personas, and more. The report highlights Amplitude's segmentation and engagement analysis use cases that require highly dynamic real-time data, as well as its user-friendly interface. With Amplitude, non-technical teams can easily build predictive models to forecast the behavior of a target audience by analyzing past behaviors, ultimately driving smarter decisions at scale.

Amplitude also ranked #1 in eight categories within the [G2 Summer 2022 Report](#), including as the #1 Product Analytics solution for the eighth quarter in a row and the #1 Mobile App Analytics solution for the third quarter in a row. Combined with the company's placement on The Forrester Wave™, these industry and customer analyses highlight the need for actionable insights into the customer experience.

Access The Forrester Wave™ report [here](#). To learn more about Amplitude, [request a custom demo](#) today.

<sup>1</sup>"Now Tech: Customer Analytics Technologies, Q1 2022," Forrester

### About Amplitude

Amplitude is the pioneer in digital optimization software. More than 1,700 customers, including Atlassian, Instacart, NBCUniversal, Shopify, and Under Armour rely on Amplitude to help them innovate faster and smarter by answering the strategic question: "How do our digital products drive our business?" The Amplitude Digital Optimization System makes critical data accessible and actionable to every team — unifying product, marketing, developers, and executive teams around a new depth of customer understanding and common visibility into what drives business outcomes. Amplitude is the best-in-class product analytics solution, ranked #1 in G2's 2022 Summer Report. Learn how to optimize your digital products and business at [amplitude.com](#).

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