Amplitude Brings the Power of Product Analytics to Snowflake AI Data Cloud

June 4, 2024

New offering helps companies uncover complete customer insights without any data leaving the AI Data Cloud

SAN FRANCISCO--(BUSINESS WIRE)--Jun. 4, 2024-- Today at Snowflake Data Cloud Summit 2024, Amplitude, Inc. (Nasdaq: AMPL) announced the general availability of its Snowflake native offering. This new solution allows companies to leverage Amplitude's product analytics capabilities without their data ever leaving Snowflake, making it faster and easier to understand what customers are doing, build better products, and drive growth.

This offering helps businesses capitalize on their investments to centralize data in Snowflake. Through Amplitude's direct connection, all queries are run within Snowflake, removing the need to store or copy data to multiple places. With data trusted, secure, and always up-to-date, teams can make smarter product decisions while maintaining privacy, security, and compliance requirements. The combined power of Amplitude and Snowflake makes it easy for companies to bring product and customer insights together faster than ever to understand user journeys across every touchpoint.

"We want to help every user quickly and easily build in the AI Data Cloud so they can deliver immediate business impact. Our continued investments with Amplitude allow us to do that at a greater scale," said Chris Child, VP and head of worldwide sales engineering at Snowflake. "Amplitude is well known for providing self-serve product analytics. With this new application, customers can better understand user behavior and gain critical behavioral insights without their data ever leaving Snowflake."

As more companies look to adopt Snowflake native analytics, Amplitude is including this offering for free in every plan. From startups to the largest enterprise organizations in the world, every team can get started for free for up to five seats.

Amplitude is committed to meeting customers where they are when it comes to their data. With integrations with over 130 data sources, Amplitude offers customers the most choice and flexibility to leverage data anywhere in their digital ecosystem. While other solutions on the market force customers to choose native or non-native connections, Amplitude provides a hybrid option to help businesses optimize data access and performance in the way that works best for their unique needs.

"We want to provide our customers with the most choice and flexibility to leverage their data their way," said Francois Ajenstat, chief product officer at Amplitude. "Now, customers can harness the power of Snowflake in Amplitude without their data ever leaving Snowflake. With the best of Amplitude and Snowflake together, teams can now focus on what matters most: creating amazing customer experiences that drive business growth."

By building applications on Snowflake, product and engineering teams can develop, scale, and operate their applications without operational burden, delivering differentiated products to customers. This also gives builders access to resources to help them design, market, and operate their applications in the Data Cloud. To learn more about how organizations are building next-gen apps on Snowflake, click here.

Learn more about Snowflake Native Amplitude here. Visit Amplitude at booth #1237 at Snowflake Data Cloud Summit, happening now through June 6, 2024, or follow along on Twitter, LinkedIn, and the Amplitude blog for more updates.

About Amplitude
Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. Almost 3,000 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 in G2's Spring 2024 Report. Learn how to optimize your digital products and business at amplitude.com.

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Source: Amplitude, Inc.