Amplitude Named the Leader in Independent Research Report for Feature Management and Experimentation Solutions

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SAN FRANCISCO--(BUSINESS WIRE)--Aug. 7, 2024-- Amplitude, Inc. (Nasdaq: AMPL), a leading digital analytics platform, today announced that it has been named the Leader in The Forrester Wave ™: Feature Management And Experimentation Solutions, Q3 2024. Amplitude achieved the highest score possible in 11 criteria, and the report cited the company's vision, advanced experimentation capabilities, intuitive UI, and pricing.

Forrester defines feature management and experimentation as "a software solution that simplifies software release and enables full-stack product experimentation using a combination of embedded libraries, APIs, data, and a user-managed control plane."[1] The Forrester Wave report states that "Amplitude's unified platform delivers on multiple fronts. Amplitude's vision gets excellent scores for its breadth (bringing top-notch analytics to each phase of product development and delivery with a unified platform) and for its depth (delivering on key functionality that helps developers and product managers)"[2].

According to the report, the convergence of product and engineering teams has resulted in an urgent need for integrated solutions.[3] Amplitude's platform combines analytics, feature management, experimentation, and data management. This means product, engineering, data, and marketing teams can rely on Amplitude across the entire product lifecycle.

"The best teams have a culture of experimentation, but the tools and workflows make it too complicated to drive impact. Our mission is to help companies build better products, and we're making this possible by delivering a comprehensive and integrated digital analytics platform," said Francois Ajenstat, Chief Product Officer at Amplitude. "Amplitude's Leader status in our first-ever Forrester FM&E Wave is a great proof point for the power of uniting analytics and experimentation so that teams can learn, iterate, and ship faster."

Amplitude received 5/5 scores in 11 criteria, including advanced experimentation, audience segmentation and targeting, data security and privacy, user interface, analytics, governance, and more. The report states that Amplitude "is a strong fit for customers that are collaborative and product-focused". [2]

Customers like Coursera, Evaneos, JUMBO Interactive, Omada, and Super.com rely on Amplitude Experiment to sequentially test product improvements, personalize user experiences, and identify valuable behavioral insights.

"Amplitude enables us to discover, analyze, and experiment, and the fact that we can do it all in one platform is the best thing for everyone on the team," said Marion Felder, Product Analyst at Evaneos. "It's enabled Evaneos to go from a traditional analytics structure to a more agile, data-driven approach."

Amplitude also ranked number one in 17 categories in G2's Summer 2024 report, including the top spot in Product Analytics for the 16th quarter in a row. Amplitude's customer reviews and industry analyst rankings highlight the value of a platform approach. A customer reference in The Forrester Wave ™ report states that Amplitude's integrated platform "sets it apart from the competition for sure."[2]

Access The Forrester Wave ™ report here. To learn more about Amplitude, request a custom demo today.

Sources:

1. The Feature Management And Experimentation Solutions Landscape, Q1 2024, Forrester, Christopher Condo
2. The Forrester Wave ™: Feature Management And Experimentation Solutions, Q3 2024, Christopher Condo
3. Blog "Key Insights From The Feature Management And Experimentation Solutions Landscape, Q1 2024", Forrester, Christopher Condo

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 Summer 2024 Report. Learn how to optimize your digital products and business at amplitude.com.

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