Amplitude Launches Self-Service A/B Testing to Help Web & Digital Teams Drive Faster Innovation

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Scale experimentation and improve conversion with clicks, not code

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 16, 2024-- Amplitude (Nasdaq: AMPL), a leading digital analytics platform, today announced Web Experimentation – a new product that makes it easy for product managers, marketers, and growth leaders to A/B test and personalize web experiences. With visual editing and point-and-click interaction, Web Experimentation reduces the need for engineering support and accelerates testing.

Today's most successful organizations see experimentation as essential, but A/B testing tools are often difficult to use and scale. They require extensive engineering resources. They lack flexibility and introduce page slowness, which impacts conversion rates. And they suffer from disconnected data and clunky integrations.

With Web Experimentation, Amplitude now offers a powerful and self-serve way to easily run A/B tests. This enables teams to drive better conversion without compromising page performance. With step-by-step guidance, teams can modify the page, add targeting options, and start their experiment in a few clicks. And this isn't just for simple test cases. Amplitude's high-performance infrastructure provides advanced statistics that scale to meet every customer's needs. This gives teams of all sizes the confidence to run complex experiments without wasting engineering resources.

"Change is the only constant in technology. As a result, teams have to be ready to move faster than ever," said Francois Ajenstat, chief product officer at Amplitude. "We want to help anyone embrace experimentation without slowing them down. That's why we created a powerful Web Experimentation product that's easy to adopt, use, and scale. Now, anyone can run effective experiments that lead to better conversion and drive growth."

Amplitude Web Experimentation is the latest addition to the company's integrated digital analytics platform, which helps companies everywhere build better digital products and experiences. Amplitude's platform offers Analytics, Session Replay, Feature Experimentation, and CDP.

Highlights of the new product include:

- **Visual experiment editor**: Use clicks, not code, to run experiments directly on top of your website or single-page app (SPA).
- **Guided user experience**: Get step-by-step help to set up your A/B tests correctly every time.
- **High-performance infrastructure**: Eliminate screen flicker and customize your tests with built-in statistical algorithms like sequential testing, CUPED, and multi-armed bandits.
- **Custom code editor**: With minimal engineering help, teams can use blocks of JavaScript, CSS, and HTML in their variants to test modals, banners, page layouts, and more.
- **Insight-driven experiments**: Drive better personalization and conversion rates by combining customer insights with targeted A/B testing.

These capabilities are available today for all customers and included for free in our Starter plan.

"Experimentation is a fundamental part of our culture at Lendi Group, but a lot of the tools out there are complicated, clunky, and not scalable," said Adam Craig, Website Product Manager at Lendi Group. "Amplitude Web Experimentation is a game-changer for us. Our marketing and growth teams can now easily run their own experiments without engineering support. This sets us up to move faster and drive better conversion rates."

Learn more about Amplitude Web Experimentation and our Digital Analytics Platform on our blog.

About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. More than 3,200 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 by G2's Summer 2024 Report. Learn how to optimize your digital products and business at amplitude.com.

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