



## Amplitude Awarded 2024 AWS Partner of the Year Award for Innovation in Digital Experience

December 3, 2024

*AWS recognizes Amplitude for helping customers drive innovation, scale faster, and improve digital product experiences*

SAN FRANCISCO--(BUSINESS WIRE)--Dec. 3, 2024-- [Amplitude](#) (NASDAQ: AMPL), the leading digital analytics platform, announced that it received the [Global AWS Digital Experience Partner of the Year Award](#). This recognition honors the top AWS Technology Partners around the globe that are empowering their customers to drive innovation and build better products and digital experiences on Amazon Web Services (AWS).

Today's most successful organizations know that digital experiences are critical to driving growth. But many teams are still relying on a patchwork of tools to manage their data, understand customer behaviors, and test new experiences. Amplitude's Digital Analytics Platform brings all of these capabilities into one integrated and easy-to-use experience offering [Analytics](#), [Session Replay](#), [Feature Experimentation](#), [Web Experimentation](#), and [CDP](#).

"Acquisition, monetization, and retention are universal priorities for every business. That's why organizations around the world are turning to Amplitude," said Peter Kuo, VP of Partnerships at Amplitude. "In collaboration with AWS, we're helping more companies gain deep insights into their customers so they can drive the business outcomes they care about most. Our shared focus on innovation and customer satisfaction helps organizations transform data into actionable insights, deliver exceptional digital experiences, and ultimately drive business growth."

"I think of [Amplitude] Analytics as the lighthouse that gives us visibility into how our product performs," [says Youcef Es-skouri](#), Director of Product at Dropbox. "Our revamped onboarding experience increased our activation rates by more than 25%, translating into a 5% increase in new customers returning to the app in their second week to create content with Amplitude Autocapture. [Amplitude] shortens our time to growth and gives us a lot of time back that we can spend on the things that matter, which means delivering value to customers."

The AWS Partner Network (APN) is a global program focused on helping partners innovate, accelerate their journey to the cloud, and take full advantage of the breadth and depth of AWS. It is recognizing Amplitude for embracing specialization, innovation, and cooperation over the past year while continuing to evolve on AWS.

### About Amplitude

Amplitude is the leading digital analytics platform that helps companies unlock the power of their products. Almost 3,500 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 Fall 2024 Report. Learn how to optimize your digital products and business at [amplitude.com](#).

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Source: Amplitude