



Amplitude Launches Guides and Surveys to End Annoying Popups

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Paired with behavioral insights, Amplitude's guides are more personalized, timely, and effective

SAN FRANCISCO--(BUSINESS WIRE)--Feb. 11, 2025-- Today [Amplitude](#) (Nasdaq: AMPL), the leading digital analytics platform, announced the launch of [Guides and Surveys](#) to help organizations improve onboarding and user engagement. Guides and Surveys allow teams to activate in-product guidance based on rich customer insights. From growth teams striving to personalize every user engagement to marketing teams optimizing in-product communications, and product teams deciphering how customer feedback compares to in-product action, Amplitude enables organizations to perform deep analysis of user experiences and discover new opportunities to engage.

"Popups have a bad reputation for being annoying, intrusive, and irrelevant, and consumers close them as quickly as possible. That's why Amplitude is taking a different approach, using existing behavioral data to provide personalized guidance, prompts, and surveys that actually improve retention, drive engagement, and help users be more successful," says Francois Ajenstat, chief product officer at Amplitude. *"And by fully integrating Guides and Surveys into our platform, Amplitude becomes the one-stop platform where digital teams can take action on the data that matters most."*

Unlike traditional approaches to guides and surveys, Amplitude uses AI-based targeting and 'annoyance monitoring' to ensure guides are shown when and where users need them most. This helps teams drive the business outcomes they care about without sacrificing the trust of their users in the process. They can use Guides and Surveys to improve user onboarding, increase feature adoption, encourage product up-sells, and more including:

- **Product Tours:** Introduce users to your app or website in a step-by-step, interactive, and digestible way.
- **Announcements:** Use smart triggers to share new updates, event invites, and special offers with users who will actually care.
- **Banners:** Highlight important messages or alerts for critical updates or persistent announcements.
- **Tooltips:** Provide quick tips or context for users in the app.
- **Checklists:** Help new users get up and running faster with a personalized action plan.
- **Surveys:** Engage customers, get deeper feedback, and generate insights about their experience in real time.

This product launch comes less than four months after [Amplitude's acquisition of Command AI](#), whose next-generation digital adoption product is now fully integrated within the Amplitude platform. Prior to the acquisition, Command AI's offering was already powering in-product guidance for market-leading companies. These capabilities are [available today](#) as part of Amplitude's growth and enterprise bundles and are also sold separately as an add-on for Plus customers.

"Amplitude's Guides and Surveys have helped us make experiments more effective and fast," says Rachel Strubhar, Homebase director of product growth. *"The platform's event-triggered campaigns are engaging and more personalized to our customers, and even enabled us to improve feature adoption by 54% in one of our campaigns. We're excited to continue using Amplitude to improve our customers' onboarding experiences, promote new features, and help users connect with sales."*

Guides and Surveys are the latest additions to Amplitude's integrated and easy-to-use platform, which also includes [Analytics](#), [Session Replay](#), [Feature Experimentation](#), [Web Experimentation](#), and [Activation](#). When used together, they make Amplitude's Guides and Surveys even more powerful.

Learn more about Amplitude Guides and Surveys and our Digital Analytics Platform on our [blog](#).

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 Winter 2025 Report. Learn how to optimize your digital products and business at [amplitude.com](#).

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