



Amplitude Introduces New Enterprise Marketing Capabilities to Boost Impact and Revenue

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New features empower marketers to increase conversions, improve ROI, and target audiences more precisely by understanding the full customer journey

SAN FRANCISCO--(BUSINESS WIRE)--May 14, 2025-- [Amplitude, Inc.](#) (Nasdaq: AMPL), the leading digital analytics platform, today launched new capabilities that bring marketing and product data together to help marketers optimize every dollar, channel, and campaign. Now, teams can easily see what drives conversions and lifetime value (LTV), confidently measure return on ad spend, and more precisely target audiences with relevant messaging—all within Amplitude's integrated platform.

"Marketers are being asked to do more with less—and deliver results," said Tifenn Dano Kwan, chief marketing officer at Amplitude. "Clicks and impressions don't cut it anymore. You need to know what's driving revenue, what's hurting conversion, and how to fix it quickly across the entire customer journey. That's exactly what we're delivering: actionable insights and intelligent tools that connect top-of-funnel campaigns to real business impact."

Unlike traditional marketing analytics tools that focus on vanity metrics, Amplitude's platform ties every campaign touchpoint to in-product behavior, engagement, and LTV. The result is a complete view of the customer journey—from first click to long-term retention—backed by data, not assumptions.

Amplitude's digital analytics platform spans [Analytics](#), [Experiment](#), [Activation](#), [Session Replay](#), and [Guides and Surveys](#). New features include:

- **Out-of-the-box marketing analytics:** Leverage real-time dashboards tailored for marketers with campaign insights, channel insights, and new ad performance analytics—no SQL or data setup required.
- **Data Table Visualizations:** Create flexible, easy-to-digest custom reports with new chart visualizations for data tables.
- **Entry analysis:** Identify where users come from and what they do next, so teams can optimize based on customer intent.
- **Heatmaps:** Visualize where users click, scroll, and select to uncover friction and optimize web and landing pages for maximum conversion.
- **No-code visual experimentation:** Test web pages and campaigns faster and more easily with more capabilities added to Web Experiment, no code required.
- **Seamless integrations with leading ad networks:** Report on campaigns and personalize ad targeting with cohort sync to top-tier ad networks, including Google Ads, Facebook Ads, LinkedIn, and TikTok.

"When marketing teams can't see beyond a single customer moment, and product teams don't understand a customer's journey, both sides are making decisions in the dark and it is the customer that ends up lost," said Liz Miller, VP & Principal Analyst at Constellation Research. "Organizations urgently need tools that better connect marketing and product data to provide a complete picture of the customer and add real signal and insight to better plan, invest, and deploy meaningful experiences. This is where the challenge is being met—empowering organizations to make better decisions, faster."

"At HSE, we've always valued a full view of the customer journey—and with Amplitude, we're now able to turn that vision into actionable insight," said Austin Costello, Team Lead Customer Intelligence at Home Shopping Europe. "With Amplitude's flexible and transparent attribution logics, we now clearly see which marketing efforts drive customer behavior – no more black-box models. Its powerful data visualizations and continuous feature updates are game-changers. We can quickly spot issues, test improvements, and measure impact. And thanks to the intuitive interface, both our Product and Marketing teams can access insights on their own and shape initiatives based on a shared, data-driven view of the customer – without waiting on analyst support."

To learn how your marketing team can use Amplitude, join our launch [webinar](#) or visit the [blog](#).

About Amplitude

Amplitude is the leading digital analytics platform that helps companies unlock the power of their products. Over 4,000 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 2025 Report. Learn how to optimize your digital products and business at [amplitude.com](#).

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Press Contact:
press@amplitude.com

