



Amplitude AI Agents Usher in New Era of Always-On Product Innovation

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AI Agents work 24/7 to analyze user behavior, run experiments, and optimize product experiences so teams can achieve more

SAN FRANCISCO--(BUSINESS WIRE)--Jun. 10, 2025-- [Amplitude, Inc.](#) (Nasdaq: AMPL), the leading digital analytics platform, is revolutionizing product development with the debut of [Amplitude AI Agents](#). These new agents turn Amplitude into a team of specialized experts that help you accomplish specific goals, such as better checkout conversion or faster feature adoption. With AI Agents, Amplitude is leading the shift toward self-improving products, transforming how teams build, deploy, and optimize digital experiences.

Resource constraints are a universal pain point for product, marketing, and data teams, and that makes working with data a challenge. It's tedious to pull dashboards, run queries, test hypotheses, and reprioritize which ideas are worth pursuing. This critical work is often bottlenecked by limited team bandwidth, leaving little time for strategy or execution.

With Amplitude AI Agents, teams can explore, test, and iterate faster than ever before. While you're focused on strategy and creative problem solving, AI Agents work in parallel to monitor your data, spot patterns and changes, watch user sessions, form hypotheses, run experiments, ship changes, and monitor impact. You tell them what to focus on, such as conversion, retention, engagement, or campaign performance, and they get to work.

"AI has been a part of Amplitude's DNA since our founding, and now we're delivering the first AI Agents in the data space to do anything meaningful beyond code and SQL generation," said **Spenser Skates, CEO and co-founder of Amplitude**. "Companies often tell us they have the data, but they don't have the resources to analyze or act on it. With Amplitude's AI Agents working around the clock, product development shifts from a slow, step-by-step process to a high-speed, multi-track system where strategy, analysis, and action can happen at the same time. This isn't just about doing what you've always done, faster. It's about doing what you wouldn't, couldn't, or didn't know how to do before."

While other enterprise agents have struggled with low user trust, Amplitude is putting its customers in control. You decide the level of autonomy your AI Agents have, and as they prove themselves, you can set new guardrails and limits. They'll never make customer-facing changes without your approval, ensuring your team of agents works for you, not the other way around.

Amplitude will be releasing dozens of use case-specific AI Agent templates, including:

- **Website Conversion Agent** monitors performance metrics to catch issues before they impact your business. When it detects a conversion drop, it immediately analyzes user sessions to pinpoint where and why users are abandoning your funnel and then suggests an improvement.
- **Onboarding Agent** identifies when users hesitate or leave the onboarding process. Based on these insights, it automatically creates in-app guides customized for user segments that are struggling with particular steps.
- **Feature Adoption Agent** breaks down how different groups are engaging with your latest product features, uncovering who's finding value, who's dropping off, and what user behaviors lead to higher adoption. Then it recommends targeted next steps.
- **Monetization Agent** looks for signs that a user is ready to upgrade, purchase, or try a premium feature. When it sees those signals, it suggests the right nudge, such as an in-product message or a special offer.

"What excites me most about Amplitude's AI Agents isn't just that they can identify conversion issues or run experiments - it's that they'll be able to work through dozens of scenarios and execute toward our goals while our team focuses on higher-level strategy," said **Vinay Sharma, Head of Software Engineering at Yum! Brands**. "The traditional product development process gets bottlenecked by resource constraints, but Amplitude is changing that. With Agents, it'll be much faster and easier to understand customer behavior, identify optimization opportunities, and measure impact."

"AI Agents were our most-wanted new product at multiple customer advisory boards this year," said **Skates**. "They give our customers an edge in building products people love, and they mark the beginning of a broader AI evolution at Amplitude."

Amplitude's AI Agents leverage its entire Digital Analytics Platform, including [Analytics](#), [Session Replay](#), [Experimentation](#), and [Guides and Surveys](#). AI Agents draw from data across your Amplitude account and apply patterns we've seen work across thousands of teams.

Learn more about Amplitude's AI Agents on our [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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