



Amplitude Acquires Kraftful to Accelerate AI Strategy

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Amplitude will expand its AI-powered platform with Kraftful's Voice of Customer technology

SAN FRANCISCO--(BUSINESS WIRE)--Jul. 10, 2025-- [Amplitude, Inc.](#) (Nasdaq: AMPL) has acquired [Kraftful](#), an AI-native Voice of Customer (VoC) startup, to give teams a 360-view of their customers so they can build better products and digital experiences. This move strengthens Amplitude's position as the most comprehensive digital analytics platform on the market, enabling teams to combine the power of quantitative user behavioral data and qualitative user feedback.

Amplitude will integrate Kraftful's capabilities as a native part of its platform, giving teams a faster way to turn customer input into better products. Kraftful uses its proprietary LLM analysis to distill massive volumes of unstructured user feedback data – from customer calls and support tickets to app reviews and online chatter – and deliver actionable insights. This helps teams identify top feature requests, understand user complaints, and uncover critical bugs.

With these new capabilities, Amplitude customers will be able to see the full picture of what customers are doing and saying. For example, Amplitude will be able to automatically analyze customer feedback and identify a rise in complaints around your checkout flow. From there, you'll be able to watch a session replay of that experience to identify how you can improve the experience, A/B test the fix, analyze the results, and engage users directly with an in-app notification. All of this will be able to happen within the Amplitude platform, so teams can move from problem to solution without missing a beat.

"Kraftful and Amplitude share a deep belief: that listening to your users is the key to building great products," said **Spenser Skates, CEO and co-founder of Amplitude**. "Today, Amplitude customers can easily see what users are doing, but not always why. Kraftful helps us close that gap. We're excited to bring Kraftful's capabilities into Amplitude to power more comprehensive insights, faster feedback loops, and smarter AI agents."

While [Session Replay](#) helps teams visualize how users are navigating their product, Amplitude customers have been asking for more. With Kraftful's VoC capabilities, it will be easier for teams to uncover and act on qualitative user feedback. This drives outcomes like higher NPS, better retention, and stronger feature adoption.

"Our vision has always been to help teams build products users love," said **Yana Welinder, CEO and Founder of Kraftful**. "AI has unlocked an entirely new way for teams to perfect products with insights from every feedback channel and user behavior. Together with Amplitude, we'll make that vision a reality."

The Kraftful team will join Amplitude to embed Voice of Customer capabilities into its platform and accelerate its use of AI. Voice of Customer now joins Amplitude's market-leading platform, which includes [Product](#) and [Marketing](#) Analytics, [Session Replay](#), [Feature](#) and [Web](#) Experimentation, [Activation](#), and [Guides and Surveys](#). To learn more, check out the Amplitude [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](#).

About Kraftful

Kraftful helps over 50,000 product teams build loved products by listening to users at scale. Backed by Y Combinator, Google, Samsung, and many prominent investors, Kraftful has been named Most Innovative Company by Fast Company, featured on Masters of Scale, and received multiple product awards over the two years its AI agent has been in the market. Kraftful automatically collects and analyzes support tickets, call transcripts, survey responses, reviews, and all other user feedback. It uses a proprietary LLM analysis to distill massive volumes of unstructured user feedback data into actionable feature requests, complaints, and other product insights.

Forward-looking Statements

This press release contains forward-looking statements within the meaning of federal securities laws, including the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based upon current plans, estimates, expectations, and assumptions of Amplitude's management in light of historical results and trends, current conditions and potential future developments. Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties, assumptions, and changes in circumstances that are difficult to predict and many of which are outside of Amplitude's control. If the risks materialize, assumptions prove incorrect, or Amplitude experiences unexpected changes in circumstances, actual results could differ materially from the results implied by these forward-looking statements, and therefore you should not rely on any forward-looking statements. Words such as "anticipate," "expect," "project," "intend," "believe," "may," "will," "should," "plan," "could," "continue," "target," "contemplate," "estimate," "forecast," "guidance," "predict," "possible," "potential," "pursue," "likely," and words and terms of similar substance used in connection with any discussion of future plans, actions or events identify forward-looking statements. All statements, other than historical facts, including express or implied statements about the potential benefits and effects of the transaction with Kraftful; Amplitude's plans, objectives, expectations, and intentions with respect to Kraftful's business and capabilities; and the competitive ability and position of the combined business, are forward-looking statements. Important factors that could cause actual results to differ materially from Amplitude's plans,

estimates or expectations described in such forward-looking statements could include, but are not limited to: (i) failure to achieve the expected benefits of the transaction, or the risk that the expected benefits of the transaction may otherwise not be fully realized or may take longer to realize than expected; (ii) Amplitude's ability to implement its plans, objectives, and other expectations with respect to Kraffful's business and capabilities and Amplitude's ability to deliver AI-powered user assistance solutions that deliver the expected benefits for customers; (iii) unanticipated expenses or liabilities related to the acquisition; (iv) the effect of the announcement of the transaction on Amplitude's ability to attract, motivate, retain and hire key personnel and maintain relationships with customers, suppliers, and others with whom Amplitude and Kraffful do business, or on Amplitude's operating results or business generally; and (v) other risks and factors described in Amplitude's filings with the Securities and Exchange Commission ("SEC"), including Amplitude's most recent report on Form 10-Q for the quarterly period ended March 31, 2025 and other reports that Amplitude has filed and will file with the SEC from time to time. The risks and uncertainties described above and in the SEC filings cited above are not exclusive and further information concerning Amplitude, including factors that could affect its business, financial conditions or operating results, may emerge from time to time. You are urged to consider these factors carefully in evaluating these forward-looking statements, and not to place undue reliance on any forward-looking statements, which speak only as of the date hereof. Except as required by law, Amplitude assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release.

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