Amplitude Named a Leader and a Customer Favorite Among Digital Analytics Solutions

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SAN FRANCISCO--(BUSINESS WIRE)--Aug. 4, 2025-- Amplitude, Inc. (Nasdaq: AMPL), the leading digital analytics platform, today announced it has been named both a Leader and a Customer Favorite in *The Forrester Wave™: Digital Analytics Solutions, Q3 2025*[1] report. Amplitude received the highest "Current Offering" category score of all vendors in the report, as well as the highest scores possible in 21 criteria. The report also recognized its compelling roadmap, agentic AI release, vision to unify the "buying" and "product" experience, and digital product analytics capabilities.

The Forrester Wave evaluation is a rigorous, data-driven analysis of digital analytics providers across more than 30 criteria grouped into two categories: Strength of Offering and Strength of Strategy. It also evaluates vendors using Customer Feedback. In The Digital Analytics Solutions Landscape, Q2 2025, Forrester defines digital analytics solutions as "solutions that collect, analyze, visualize, and interpret quantitative and qualitative data from digital channels, like web and mobile applications, to help organizations identify how to improve various aspects of the digital experience, such as product usage, experience design, the effectiveness of digital marketing channels, or digital experience performance."

The Forrester Wave report states that, "Amplitude is ideal for product-led organizations where product and marketing teams need close alignment and ease of use is a priority."[1] The report also recognizes Amplitude with the highest possible scores in criteria including roadmap, AI for insights generation, and AI for assistance. It states, "Amplitude's vision is to unify the 'buying' and 'product' experience."

"Amplitude is redefining how organizations use data to build exceptional product and digital experiences," said Francois Ajenstat, Chief Product Officer at Amplitude. "Our advancements in AI have become a force multiplier, and with the introduction of AI Agents, we're helping teams move faster from insight to action in minutes. With Agents, it will be much faster and easier to understand customer behavior, identify optimization opportunities, and measure impact."

Customers like Square, Strava, Cox Automotive, Le Monde, NTT Docomo, and A&E Networks rely on Amplitude to understand how users interact with their products, including where they drop off, what features drive retention, and how to continuously improve the entire customer journey.

Amplitude is recognized as a Customer Favorite, and according to the report, customers "praise Amplitude's collaborative, partner-like approach. They also praise the platform's ease of use, query engine speed, seamless product integration, and favorable cost to value."

"Think of Amplitude as a direct line to your audience," said Dani Mednikoff, Director, Digital Analytics & Strategy at A+E Networks. "Even though you're not chatting face-to-face, you can use the data you gather to understand what hooks your audience and what makes it stick around. It's about the stories the numbers tell us, imbuing the data with meaning. What are people watching? Where and how are they watching it? Figuring this out helped us make spot-on decisions for our viewers and tailor our content to fit them."

Amplitude earned 5/5 scores across 21 criteria including Roadmap, Real Time and Predictive Analysis, AI for Insights, AI for Assistance, and Analysis for Digital Product Performance. Amplitude also achieved the highest "Current Offering" category score. The Forrester evaluation recognizes that, "It excels in digital product analytics, with standout analyses like engagement matrix, persona, and conversion driver analyses."

The report also notes that "Amplitude is the only evaluated vendor with a dedicated storytelling tool," which is designed to turn insights into actions more quickly. Forrester also recognizes that "Amplitude stands out with bidirectional integration with data warehouses (DW), enabling users to analyze data with DW tables directly in Amplitude."

Access The Forrester Wave™ report here and read more on the blog. To learn more about Amplitude, request a custom demo today.

Source:

1. The Forrester Wave™: Digital Analytics Solutions, Q3 2025, Chiara De Gasperin and The Digital Analytics Solutions Landscape, Q2 2025, Chiara De Gasperin

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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, Square, 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 Summer 2025 Report. Learn how to optimize your digital products and business at amplitude.com.

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