



## Amplitude Brings Behavioral Data into AI Tools with MCP Launch

October 21, 2025

*Company also expands AI Agents beta program to all customers*

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 21, 2025-- As part of its drive to make real-time behavioral insights available directly inside AI tools, digital analytics leader Amplitude (Nasdaq: AMPL) today announced the public release of Amplitude MCP (Model Context Protocol) server, as well as the open beta program for its AI Agents.

The news means companies can now access Amplitude's trusted behavioral data from within the AI environments they already use—like Claude, Cursor, or any MCP client.

They can ask questions in plain language—such as “What features drove the most retention this month?” or “What caused the drop in sign-ups last week?”—and get instant answers based on live Amplitude data. That means less time switching between dashboards and more time understanding what customers like, where they're getting stuck, and what actions could improve the experience.

“Behavioral context is one of the most critical inputs behind every great product and digital experience. The problem is, AI tools are only as good as the context they leverage,” explained Wade Chambers, Chief Engineering Officer at Amplitude.

“Amplitude already captures and organizes behavioral data across the full user journey. So by extending this into MCP-enabled environments like Claude, we're giving AI direct, governed access to that data. This makes the context instantly available and marks a major step toward the insights-to-actions loop becoming automatic.”

Innovative customers like Zip are already seeing results—scaling expertise, accelerating analysis, and uncovering opportunities that were previously hidden.

“Amplitude's MCP is a real game-changer,” said Moss Pauly, Technical Product Manager, Data & AI at Zip. “We've been able to embed our internal domain knowledge—how certain events are used to drive complex analysis—directly into an LLM's context and have it interact seamlessly with Amplitude. It's opening up access to cross-domain insights that previously only a few specialists could uncover. It's a genuine step change in democratising data across the organisation.”

### Open beta: Amplitude AI Agents

In June this year, Amplitude launched a limited beta for its first series of AI Agents—intelligent assistants that continuously monitor product data, detect anomalies, and surface insights before teams even ask. Agents enable teams to move faster, scale decision-making, and transform analytics into an always-on system that drives growth proactively.

Rolling out this week, that beta program opens up to all Amplitude customers, with two AI Agents available at launch:

**Dashboard Agent:** Automated dashboard analysis

- Analyzes dashboards and summarizes meaningful changes in trends, metrics, and issues
- Surfaces trends that require immediate attention and detects key week-over-week or month-over-month shifts
- Performs root-cause analysis to identify segments or behaviors driving metric changes
- Enables follow-up analysis via natural language, generating new charts and answers automatically
- Pushes insights proactively to Slack, email, or directly within Amplitude

**Session Replay Agent:** End-to-end qualitative analysis

- Automatically analyzes session replays across funnels or event paths at scale
- Surfaces behavioral patterns, drop-offs, and friction indicators like rage clicks, dead clicks, and user errors
- Backs each insight with a curated playlist of relevant replays for faster investigation
- Shares insights proactively via Slack, email, or directly within Amplitude

### Availability

[Amplitude MCP](#) is available today to all Amplitude customers. The Amplitude AI Agents open beta is rolling out this week, with additional capabilities and deeper MCP integration rolling out over the next few months. To learn more or join the open beta, visit [amplitude.com/ai](https://amplitude.com/ai).

### About Amplitude

Amplitude is the leading digital analytics platform that helps companies unlock the power of their products. Over 4,300 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 Fall 2025 Report. Learn how to optimize your digital products and business at [amplitude.com](https://amplitude.com).

View source version on [businesswire.com](https://www.businesswire.com/news/home/20251021003924/en/): <https://www.businesswire.com/news/home/20251021003924/en/>

**Press:**

[press@amplitude.com](mailto:press@amplitude.com)

Source: Amplitude