Amplitude Launches AI Visibility to Help Marketers Win in AI Search

October 29, 2025

New tool brings behavioral context into AI, unlocking faster insights, proactive recommendations, and better product outcomes

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 29, 2025-- **Amplitude, Inc.** (Nasdaq: AMPL), the leading digital analytics platform, today announced the launch of AI Visibility, a new capability that gives marketers unprecedented insight into how their brand shows up in AI search results, accompanied by recommendations on how to improve it based on a company's actual data.

As consumers shift from traditional search engines to AI assistants like ChatGPT and Claude— or rely on tools such as Google AI Overview—brand discovery is being fundamentally reshaped. In fact, AI search adoption has doubled in the past year as more consumers ask ChatGPT or Claude for software or product recommendations than Google. However, these AI tools often recommend only a handful of products in response to a user's query. If a brand isn't listed, it's invisible, and high-intent customers may go straight to competitors.

Amplitude's new AI Visibility offering addresses this challenge. It shows where a brand appears across major AI platforms, how often competitors are recommended instead, and guidance to improve AI search presence—all directly integrated into Amplitude's digital analytics platform. And unlike niche SEO tools, Amplitude shows whether those AI-generated visits result in real conversions, retention, or revenue.

"AI search is the new front page of the internet, and most brands don't even know if they're showing up," said Tifenn Dano Kwan, Chief Marketing Officer at Amplitude. "AI Visibility gives companies a radar for this new reality. We not only make them aware, we also help them to take action to improve right away."

Amplitude's AI Visibility includes:

- **Visibility Score:** Quantify how often a brand appears in AI responses across all major LLMs and hundreds of prompts.
- **Traffic & ROI Tracking:** Connect AI mentions to actual user behavior and conversion outcomes within Amplitude's platform.
- **Prompt & Source Analysis:** Identify where a brand is not showing up, uncovering the content and sources that AI models use to generate their answers.
- **Competitive Rankings:** See how a brand stacks up against competitors and where it's falling behind.
- **Actionable Recommendations & Next Steps:** Analyze any web page, receive recommendations on how to improve pages, view simulated changes, and generate content to improve how a brand shows up across LLMs.
- **Sentiment Analysis:** Coming soon, gauge user sentiment about a brand across LLMs, helping to improve how it shows up.

According to Gartner:

"As generative AI applications proliferate and move from development sandboxes to mission-critical production systems, the need for specialized observability becomes paramount."*

"Organizations are discovering a significant 'LLM visibility gap' where traditional observability platforms and machine learning monitoring tools fall short."*

AI Visibility is included at no additional cost for all Amplitude customers across every plan. A free, limited version will also be available for companies that are not customers. Visit the AI Visibility landing page, enter company details, and receive a personalized link to explore results. Because it's built into Amplitude, teams can connect AI visibility to traffic and conversions—no extra tools needed.

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.

*Source; Cool Vendors in LLM Observability By Padraig Byrne, Tanmay Bisht, Andre Bridges October 6

View source version on businesswire.com: https://www.businesswire.com/news/home/20251029843315/en/

Press Contact:
press@amplitude.com

Source: Amplitude, Inc.