

aws marketplace

Amplitude

Reviews, tips, and advice from real users



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Product Recap



Amplitude

Amplitude Recap

Amplitude is a digital analytics platform that empowers businesses to understand and optimize customer experiences. It offers real-time insights into user behavior, helping companies identify patterns, measure engagement, and build data-driven strategies to improve their products and increase customer satisfaction.

This platform provides comprehensive analytics, combining data science and machine learning to help teams visualize trends and predict user needs. It integrates seamlessly with various data sources, making it easy to analyze customer journeys, track user interactions, and understand how features contribute to business goals. It also supports cohort analysis to group users based on behaviors, aiding personalized product improvements.

Key features include:

- 1. Event Tracking:** Monitor user actions across digital touchpoints to understand engagement.
- 2. Cohort Analysis:** Identify groups of users with similar behaviors to personalize features.
- 3. Conversion Funnels:** Visualize steps users take towards conversions, highlighting drop-off points.
- 4. Retention Analysis:** Track user retention over time to identify loyal customers and measure growth.
- 5. Segmentation:** Split data into meaningful segments for targeted analysis and reporting.

Benefits of using Amplitude include the ability to improve customer retention by understanding key engagement drivers, increase conversion rates through optimized funnels, and refine user experiences with more accurate segmentation. This leads to increased ROI as teams can focus on the most impactful improvements.

Amplitude is valuable across various sectors like e-commerce, fintech, and SaaS. It helps e-commerce teams refine product recommendations, fintech companies assess user acquisition strategies, and SaaS firms personalize onboarding experiences.

Pricing is tailored based on usage and features, offering free, growth, and enterprise plans. Customer support includes comprehensive documentation, a knowledge base, and expert guidance for setup, data management, and strategic analysis.

In summary, Amplitude helps businesses analyze and optimize digital user experiences to enhance engagement, conversion, and retention through a robust suite of analytical tools.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Amplitude offers flexibility in real-time data analysis, allowing users to make immediate decisions.”



Deepak Prajapati

Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees



“I loved using Amplitude because it allowed me to dive deep into product usage and analyze different customer segments.”



Leslie Taylor

Consultant at Pyramid Consulting



“We can create charts and bar charts for visualization purposes and check real-time data with the solution.”



Suraj Chandak

Technology Associate at Western Union



“Other areas like cohort analysis, defining key events, and user properties were also well-suited for Amplitude. It is an easy tool to use.”



Shivendra Pratap Singh

Senior Software Engineer at Zeta

What users had to say about valuable features:

“The solution's most valuable features are segmentation and funnel. We can create charts and bar charts for visualization purposes and check real-time data with the solution. The solution is very easy to use..”

Suraj Chandak

Technology Associate at Western Union

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“Segmentation is nice. We mostly generate our data so it can be effectively segmented. The data from Amplitude has good properties for segmentation.

Other areas like cohort analysis, defining key events, and user properties were also well-suited for Amplitude. It is an easy tool to use..”

Shivendra Pratap Singh

Senior Software Engineer at Zeta

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“I loved using Amplitude because it allowed me to dive deep into product usage and analyze different customer segments. My favorite part was pinpointing exactly where customers were dropping off in their journey and understanding the events tied to conversions. This helped me focus on areas needing improvement, conduct customer interviews, and validate insights with existing reviews, leading to more informed decisions..”

Leslie Taylor

Consultant at Pyramid Consulting

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“Amplitude offers flexibility in real-time data analysis, allowing users to make immediate decisions. It provides in-built A/B testing functionality, which eliminates the need for third-party integrations. A

mplitude's session replay feature allows recording of user interactions, which helps identify and fix user challenges on specific pages. The reporting functionalities are superior, particularly with Amplitude's ability to create multi-step funnels, unlike Google Analytics Four..”

Deepak Prajapati

Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

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Other Solutions Considered

“I switched from relying primarily on Google Analytics Four due to Amplitude's ability to provide real-time data and in-built A/B testing functionality..”

Deepak Prajapati

Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

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“We also use Adobe Analytics in our organization. While there is a two-hour data delay in Adobe Analytics, Amplitude provides real-time data most of the time..”

Suraj Chandak

Technology Associate at Western Union

[Read full review](#) 

“Amplitude is easier to use than Splunk because its user interface is more intuitive and user-friendly. Splunk's interface felt technical and outdated, like an old mainframe system, while Amplitude's was much easier to navigate. Although Splunk might excel in detecting anomalies, Amplitude provided a smoother experience, especially for tasks like tracking performance over time..”

LeslieTaylor

Consultant at Pyramid Consulting

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ROI

Real user quotes about their ROI:

“In Amplitude, clients can leverage existing models like the linear model and first-click model to compare their campaign performance based on specific requirements..”

Deepak Prajapati

Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

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“It is worth it because it collects high-quality data. For "cost efficiency" or "worth the money." What you give and then what you get. If I have to evaluate based on that, then it's like an eight out of ten.

It gives a good amount of utility for the cost we pay, like scalability and user-friendly features. Most of the things are user-friendly.

Overall, you can get a good experience working with it, even though it's a little higher on the pricing. If you're considering whether it's worth it in terms of money, you should look at your scalability needs.

If you anticipate that your data volume is going to increase a lot, then you have to consider the packages they offer. It's more of an analysis that you have to do based on your particular use case. .”

Shivendra Pratap Singh

Senior Software Engineer at Zeta


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Use Case

“We use Amplitude for reporting and monitoring purposes and to check the business KPIs. I'm working with Western Union, and we monitor our daily KPIs, including successful transactions and log-ins. We have created dashboards in Amplitude. We generate daily reports and share them with the business stakeholders..”

Suraj Chandak

Technology Associate at Western Union

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“I have been working with Amplitude Analytics for around one year, mainly using it alongside GMP products like Google Analytics Four and Google Tag Manager.

We recently started using Amplitude Analytics and are in talks with Amplitude for a partnership. It provides valuable real-time insights, particularly beneficial for media services and e-commerce websites needing immediate data-driven decisions..”

Deepak Prajapati

Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup involves understanding the client's business needs and KPIs. An event taxonomy is created before development begins, ensuring no direct changes are made to the production environment to avoid data noise..”

Deepak Prajapati

[Read full review](#) 

Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

“Setting up Amplitude initially can vary in complexity. If you have all the necessary information, like event IDs and customer lists, and your requirements are straightforward, it's relatively straightforward. However, the complexity increases with more variables and larger datasets, making it a bit more challenging to work with..”

LeslieTaylor

[Read full review](#) 

Consultant at Pyramid Consulting

“I didn't have much difficulty with integration or setup because I had the required documentation.

They already had steps for installing the Amplitude SDK and the initial setup with the API key, so it wasn't challenging.

Deployment time: It would have taken a couple of days..”

Shivendra Pratap Singh

Senior Software Engineer at Zeta

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Customer Service and Support

“Though I had a call with Amplitude Analytics support, the representatives lacked technical knowledge. I resolved most issues through the online community and did not raise any further technical support queries..”

Deepak Prajapati

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Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

“The solution's technical support team is very helpful, and we get timely responses from them. Whenever we face issues with the solution, we directly send an email to the support team. The support team immediately raises a ticket and tries to resolve it as soon as possible..”

Suraj Chandak

[Read full review](#) 

Technology Associate at Western Union

“The customer service and support were responsive and had multiple channels for interaction, such as email, chat, and phone. They responded in a timely manner, especially through email.

However, they didn't offer 24/7 support, which would be more useful..”

Shivendra Pratap Singh

Senior Software Engineer at Zeta

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Other Advice

“I would recommend using Amplitude based on individual use cases, especially for real-time reporting and A/B testing features.

I rate Amplitude as an eight out of ten..”

Deepak Prajapati

Sr Tech Lead - Digital Analytics at a tech services company with 1,001-5,000 employees

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“We take real-time decisions based on the solution's charts. We get an automated email from the solution in our mailbox so that we can particularly only check those error reports into Amplitude. If an end user gets an error while trying to do a transaction, we get alerts from the solution.

I would recommend the solution to other users. Amplitude is a very easy-to-use and user-friendly tool. It allows us to create charts, demonstrate data, and view it effectively.

Overall, I rate the solution a nine out of ten..”

Suraj Chandak

Technology Associate at Western Union

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“I would completely recommend it.

1. Considering scalability, cost efficiency, and other aspects, I would give it an

eight out of ten.

2. For features, capabilities, and scalability, I'd give it a nine out of ten.
3. For stability, I'd also give it a nine out of ten.
4. For support and cost-effectiveness, an eight out of ten.
5. Regarding integration, it has been effective and good, but with some other similar tools, it has been even more seamless. So, for ease of integration, I would also give it an eight out of ten.

Overall, considering all five factors, it would be somewhere between eight and nine. So, I'll rate it an eight out of ten. .”

Shivendra Pratap Singh

Senior Software Engineer at Zeta

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“Amplitude played a crucial role in improving product decisions for our onboarding project. By analyzing user behavior, we identified key points where customers were dropping off in the activation process. This allowed us to tailor the onboarding experience, making it more personalized and engaging, resulting in higher activation rates and improved customer retention.

Integrating Amplitude with other tools in our stack improved our analytics capabilities. I didn't encounter any issues with its compatibility or functionality alongside other tools.

I would recommend Amplitude to others because of its depth of analytics and powerful visualization capabilities. Overall, I would rate it as an eight out of ten..”

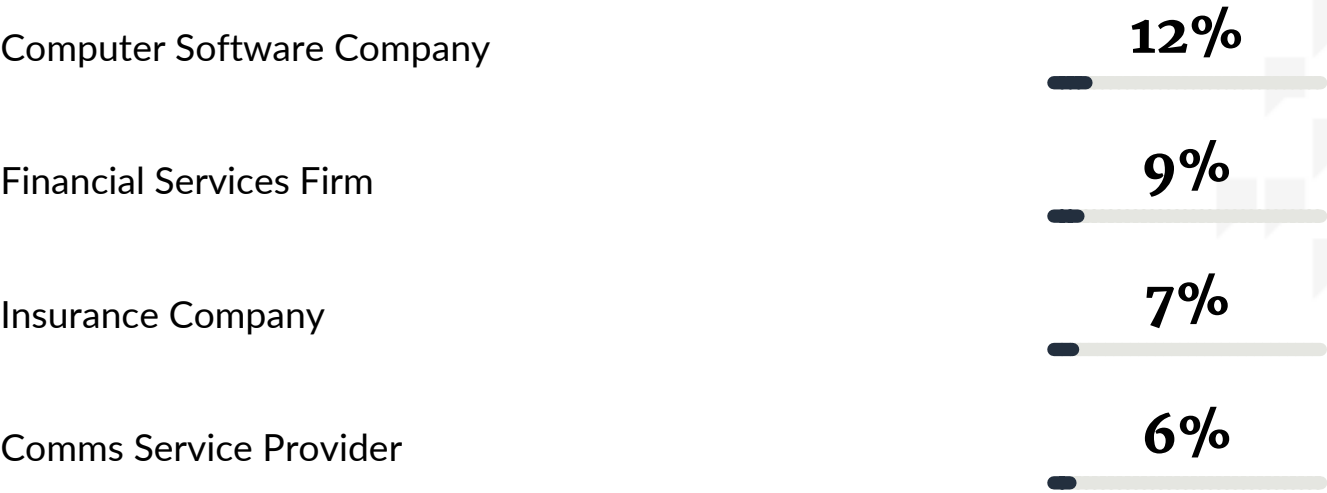
LeslieTaylor

Consultant at Pyramid Consulting

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Top Industries

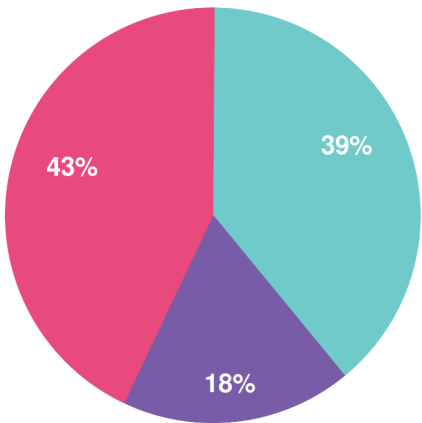
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Company Size

by reviewers

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Large Enterprise Midsize Enterprise Small Business

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