38% OF FUNNELS MISSING A KEY STEP Causing invisible friction points and wrong product prioritization

Heap vs Amplitude

With Amplitude, digital experience teams are flying blind.

Only Heap illuminates hidden friction and opportunities across the user journey.

Amplitude represents the old approach to product analytics: decide ahead of time what events to track, implement tracking manually, and then collect only a partial view of the customer journey.

This outdated approach leaves massive blind spots around points of friction in the user experience, resulting in slow go-to-market for improvements, and worse, wasted engineering cycles and huge opportunity cost.

Heap is built differently, for the future of digital experience analytics. Heap is the only platform that brings together a complete, trustworthy dataset – automatically capturing every client side datapoint in the user journey – with integrated data science designed to identify hidden friction in the user experience.

Heap gives fast-moving digital experience teams the depth and agility to surface insights that are typically hidden deep in the data. Only Heap is architected to identify these "unknown unknowns", delivering breakthrough insights to optimize digital experiences.

Months
to baseline metrics

Amplitude

vs

Minutes
to identify hidden user friction

Heap

Heap surfaces the "unknown unknowns" that transform digital experiences.

World-class product teams rely on Heap to rapidly identify hidden user friction from a complete view of the user journey.

"We simultaneously installed the Amplitude and Heap scripts. Ten minutes later, we're getting all of this data in Heap, and nothing in the others. **Heap just worked.** It's the only tool I've encountered that lets everyone instantly answer business questions."

Alan D'Souza
Director of Product Analytics

LendingClub

"Heap allows our A/B testing program to move quickly and confidently. Amplitude couldn't keep up."

Milena Court
Product Manager

Tails.com

"The sticking point with Amplitude is this never ending battle between product and engineering. With Heap, it's just a half day for an engineer to install and then **I can answer any question from that point by myself**."

Lane Zimmerman
Product Manager

indigo

Heap

	Heap	Amplitude
Agility to build and govern a trustworthy data foundation		
Access historical data for new events in seconds?	Yes	No
Data blackouts?	No	Yes
Time to baseline performance metrics?	Minutes	Months
Integrated data governance to keep dataset clean	Industry-defining approach to built-in data governance for automatically captured datasets: · Audit and verification workflows · Naming conventions Inactivity alerts	Brittle, manual schema planning and event tracking
Visibility into the complete user journey		
Automatic capture of every user interaction and access to complete historical data	Yes	No
Get answers in real-time, without waiting for data to accumulate	Yes	No
Explicit, manual tracking when needed, such as for server-side events	Yes	No
Time-to-insight	Minutes	Months
Intelligence to identify hidden points of user friction		
Measure funnel conversion rates and retention drivers from known, defined behavior	Yes	No
Automatically identify hidden behaviors in the user journey that improve or reduce conversion rates	Yes	No
Automatic funnel step and group by suggestions	Yes	No
Time-to-insight	Minutes	Months