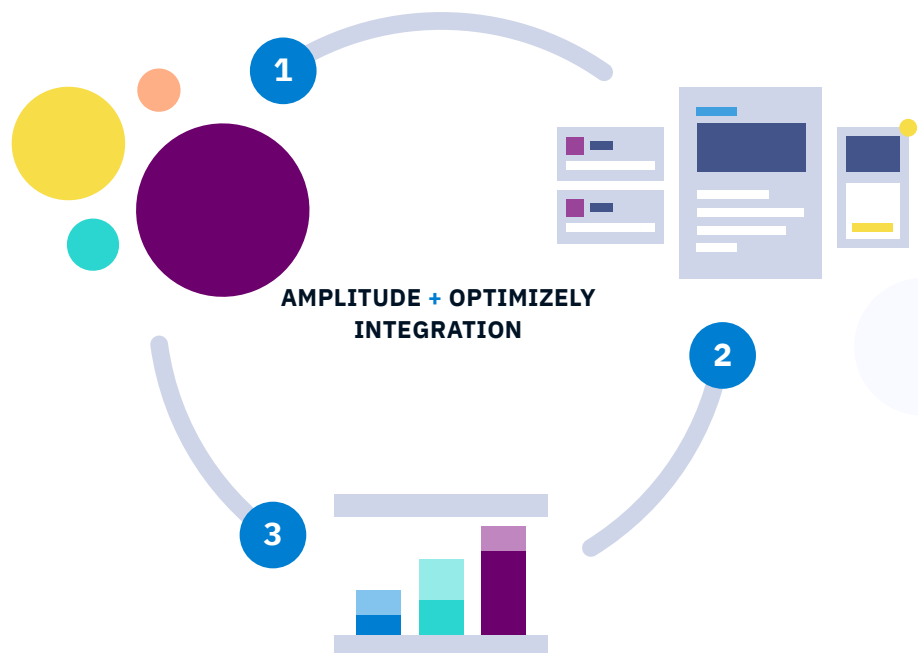


Generate high-impact hypotheses and uncover growth opportunities

Amplitude & Optimizely make it easy to connect experimentation to business metrics that matter, like retention and conversion

- 1. Uncover high-impact hypotheses** using Amplitude's behavioral analytics and real-time cohorting.
- 2. Continuously run experiments** that are backed by data insights in Optimizely and identify growth opportunities.
- 3. Measure the impact** of your experiments on business outcomes and get a full view of user behavior across the customer journey.



Optimize the customer journey

Better measure the impact of your experiments with Amplitude. Do deep behavioral analyses on your Optimizely results, for further testing and optimization of the user journey.



Drive growth

Create new experiments and power personalized experiences that drive growth based on Amplitude's advanced product analytics and insights.



Drive user engagement

Use Amplitude to create custom audience segments based on their in-product behavior. Target them for more personalized digital experiences through Optimizely and drive user engagement and retention.

Leading teams optimize their user journey with Amplitude + Optimizely



Amplitude is the world's #1 product intelligence platform combining behavioral analytics and modern growth practices to help companies scale their revenue. Amplitude is the only platform designed to help product and growth teams collaborate and align around user data to improve the way they retain, convert, and acquire customers.



Optimizely is the leading experimentation platform, empowering marketing and product teams to create experiments, test and learn, personalize experiences and deploy optimized digital experiences across websites and mobile apps.