



From Click to Cart:

Digital Analytics
for Conversion in
Ecommerce,
Delivery and QSR



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INTRODUCTION

The last three years have been a whirlwind of ups and downs for retail businesses; while delivery and ecommerce sales saw all-time highs during the height of the pandemic ([up 55.9%](#) between January 2020 and August 2021), consumer demand has begun to shift in less certain directions.

According to the [Government Retail Sales Report](#),¹ this year has been a volatile one—if you make an attempt to [smooth the trend out](#),² you will see a gradual slowing in consumption, with sales continuing to trend upward at a more tempered rate.

The customer journey is changing—for example, [78% of customers](#)³ have used multiple channels to start and complete a transaction—and the general consensus across the industry is that it is imperative that businesses meet individuals where they're at, creating a seamless experience to drive sales.

These “excellent” digital experiences—on apps, websites, and even advertisements—are considered the status quo by consumers, but delivering them is almost never quick or easy. Companies often lack the right information and cannot fully glean what value customers derive from their digital experiences. What levers drive more or faster revenue, and how that feeds into the digital customer lifecycle is unclear.

In this guide, we'll share six ways that leading retail, delivery, and quick service restaurant (QSR) companies are increasing conversion and growing revenue through their apps and websites.

BEST PRACTICE 1

Build a trusted data foundation

Data is the foundation of every business decision a company makes—so it's imperative that you can trust the information you are leveraging. Simply put, whenever your data proves outdated or unreliable, your team will begin to [trust it less](#).

How do you get the **right data**? To begin, the leading organizations are gathering as much [first-party data](#)⁴ as possible. Although [third-party](#)⁵ sources have been the longstanding standard, privacy [regulations](#)⁶ (GDPR, CCPA, CPA, etc.) have made it increasingly difficult to use the information they provide. The most accurate and usable data you will find is first-party, coming from within your systems, collected on your own app or website, and made accessible through a self-service [digital analytics platform](#). Understanding how people interact with your digital content will enable you to see patterns and optimize workflows to both streamline consumer experience and meet your organization's goals.

First-party data gives you access to a variety of [behavioral analytics insights](#). Using these, you can begin to see:

- The authentic user experience
- Which journeys most effectively convert prospects into customers
- The actions your customers are taking in your digital products (website, mobile app, etc.)
- Which website pages, ads, or channels are bringing in the most leads
- What products are frequently purchased together

By focusing your efforts on what matters—via the right data—you can stop relying on [vanity metrics](#) and begin making changes that have a real impact.



The most impactful decisions businesses make are often based on a foundation of trustworthy data that leads them to truly understand their customers—not only what they have done, but how they will act, and why they are loyal to their brand.



GANIT BAR-DOR

Technical Success and Services Manager, Amplitude

Now, let's dig into the pillars that successful companies implement to establish trusted data that reflects the reality of which actions your users are taking.

- First, it's important to have **flexible implementation**. It's best if your digital analytics platform easily integrates with your existing tech stack—pulling information from your warehouse, SDKs, APIs, and your CDP—allowing for a full 360-degree view of the customer.
- Next, strive for **comprehensive governance**—solving data issues retroactively and preventing new problems, so you can drive data health.
- Finally, it's important to have **data observability**; transparency in data allows you to optimize what you collect, what you store, and what you discontinue.
- On top of these three pillars, data leaders opt for a **self-service analytics solution**. Anyone who needs—or wants—to should be able to derive meaningful insights and explore data without having to wrestle with SQL or wait on analysts.

DIG-DEEPER

This Amplitude Academy course covers the basics of Amplitude data management for existing customers.

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CASE STUDY

Insight: RBI analysts and product teams leveraged Amplitude to gather behavioral intelligence. For example, they wanted to determine whether there was a connection between app startup speed and customer spend. They also needed a way to route data to Amplitude, which meant rethinking where and how data was stored.

Action: Through Amplitude, they saw that people were more likely to place an order when the app started faster.

Outcome: By combining Snowflake's clean, consolidated data and the dashboards of Amplitude Analytics, RBI decreased app loading speed by 43% on Android devices and 16% on iOS, and saw conversions increase by 4%.

[Read the Full Case Study →](#)

“That’s why data success stories don’t start with the quantity of information. The heart of these stories involve tools that allow teams to trust and interact with data, giving it the gravity to transform your business.”

ARYAN NARAGHI

Head of Data Analytics at Restaurant Brands International (RBI)



BEST PRACTICE 2

Optimize the path to purchase

As the world moves deeper into the digital age and we are given more options for how we want to interact with brands, the customer journey has become convoluted and complex.

Thirty years ago, most consumers interfaced with brands in one location: their store. Today's buyer is often ordering online (79% of shoppers shop online at least [once a month](#)),⁷ using websites and apps interchangeably, across various devices.

Even when a consumer does physically go to a location to pick up an order, they frequently “buy online pick up in-store” (BOPIS).

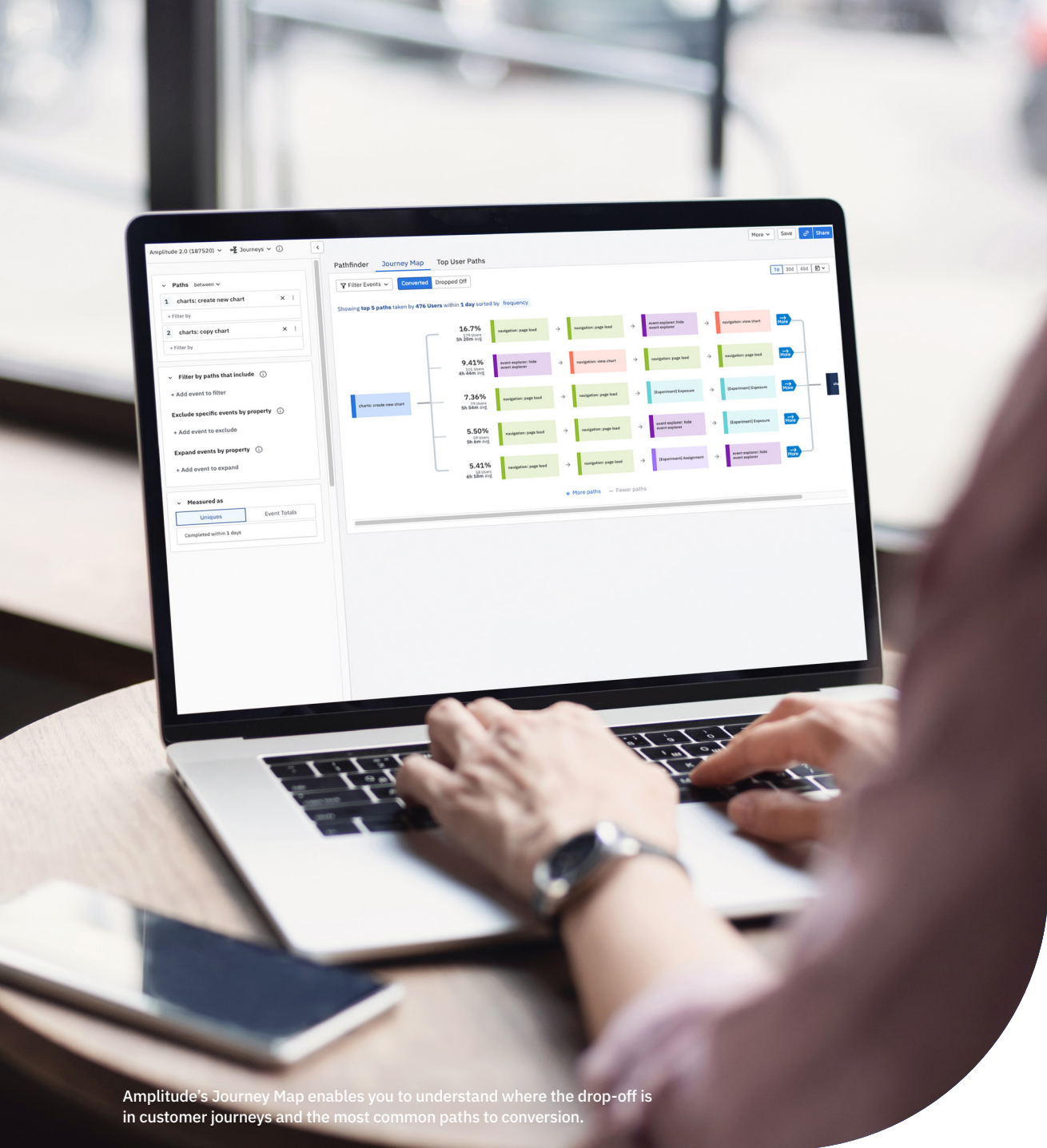
Because of the complex nature of today's customer journey, leading brands recognize how imperative it is that you have accurate [identity resolution](#), i.e. finding a way to automatically capture one continuous event stream as users log in and out of your digital products, browse anonymously, and use multiple devices; giving you access to the full view of customer behavior.

Let's say Jane Doe sees your ad on Instagram and then views your website on a mobile device. Maybe she then browsed items and added something to the cart on her desktop computer before calling a customer service representative to ask about warranties. Industry leaders can see each individual step their consumers are taking, regardless of which app or device they're using.

We touched on behavioral data briefly in the last section—but let's dig into what you can really extract from a robust, accurate dataset. This type of information can help you understand and optimize the customer experience for improved conversion, as well as help you see and define the different, complex elements of your purchase funnel.

Time	Event	Device	Country	
in 5 days	3759157951157676033	Search for Items	Android	United States
in 5 days	3759157951157676033	Main Landing	Android	United States
in 5 days	67890939811286273	Add to Cart	Web	United States
in 5 days	38366964020643841	View Item Details	iOS	United States
in 5 days	3759157951157676033	Log in	Android	United States
in 5 days	3759157951157676033	Start Session	Android	United States

Amplitude's User and Account Look-Up gives you a centralized and intuitive way to dive deeper into data generated by individual users and accounts within your product, no matter what device or browser users are on.



First, understand the common paths your customers are taking to complete a transaction so you can identify the major steps of your funnel. Next, dig into what accelerates—or prevents—conversion. Some of the business questions you might investigate here are:

- **What types of journeys lead to first-time purchases (or to multiple transactions)?** What are the key steps of those funnels? How do the fastest conversion paths compare to the slowest?
- **How do customers who completed their purchases compare to users who did not?** Do drop-off customers get stuck at a payment page or a sign-in step?
- **How does merchandising affect conversion?** What are people searching for, but not finding? What products do people want that are out of stock?
- **How are behaviors changing day to day or season to season?** Cohorting customers enables you to see patterns over different time periods—how last month’s shoppers transact won’t be the same as next month’s.

Amplitude’s Journey Map enables you to understand where the drop-off is in customer journeys and the most common paths to conversion.



By doing explorative, in-depth self-service analysis, your teams can determine where to best invest resources. The alternative is that business teams often wait days or weeks for analyst time to perform shallower analyses, which results in slower, less accurate decisions. Alternatively, they might have self-service analytics, but the insights can't be trusted because the underlying data is poor quality or incomplete.

Ultimately, leading companies understand customer behavior, but can also forecast desired customer outcomes, whether it's repeat purchases or purchasing from a particular product category. This is made possible when you leverage [predictive analytics](#) that uses your historical data along with machine learning. With the ability to group users based on their predicted behaviors, you can integrate those cohorts into even more effective [marketing campaigns](#), digital experiences, and merchandising strategies.

DIG-DEEPER

This Amplitude Academy course teaches you how you can find the top paths users take within your product.

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CASE STUDY

Insight: Providing their Fender Play app for free for 90 days was a huge hit, but users weren't converting.

Action: Using a Funnel Analysis chart, the Fender team uncovered where customers experienced friction, like being prompted to leave a review right as they were making a sale.

Outcome: Adjusting this flow boosted overall conversions by 27%—equating to \$3+ million in additional sales.

[Read the Full Case Study →](#)

“We used Amplitude to present findings to stakeholders and walk through these problematic pieces of digital real estate. Then, our product team jumped into action to remove the page. After removing the cart review step from our funnel, we increased our “order started” to “order completed” conversion by 7%. We also boosted overall conversions by 27%. We estimate this increase in conversion will lead to a surge in not only interest but sales.”

CLIFF KIM

VP of Data and Analytics at Fender



BEST PRACTICE 3

Build a trusted data foundation

Anyone who has worked on either the product or marketing side of an organization knows the headache that comes when trying to bridge the gap between the two—that’s because marketing and product have historically been siloed from one another.

But, with large budgets devoted to digital, organizations are searching for a way to fix this problem to avoid falling short on important business outcomes.

One way this shift has begun to be realized is through the [convergence of product and marketing analytics](#). The main reason for this merger is to better understand the **customer journey**; while marketing analytics are traditionally focused on web and top-of-funnel acquisition, product analytics are focused on user retention and engagement. You can see why, together, these metrics are a goldmine of consumer insights for cross-functional teams that are looking to increase conversion rates and drive revenue through digital channels.

By aligning around growth metrics across the entire customer journey, you are able to measure product’s impact on marketing, and marketing’s impact on product. Some of the business questions you might investigate here include:

- **Understanding downstream conversion.** Are you able to easily measure marketing channels not just by the number of transactions they drive, but the customer lifetime value (CLTV)? For example,

many marketers have sufficient analytics to see when customers bounce from their campaigns immediately or if they return over the next 30 or 90 days—but after 90 days, most organizations rely on product analytics data to analyze user retention.



The days of ‘marketing finds customers, product retains customers’ are over. Consumers expect—and oftentimes demand—retailers provide them relevant products, at the right time, and in a personalized way across all platforms. This is only possible if marketing and product teams collaborate and put the customer at the center.



ADAM GRECO
Product Evangelist, Amplitude

- **Figure out which campaigns drive the right or wrong customers.**

You want to focus on initiatives that will bring in lifelong customers. For example, do paid channels or organic search drive one-time customers, or are they bringing in loyal, repeat purchasers?

- **Build omnichannel customer journeys.** Customers are happiest when they are able to float back and forth between any platform and have one holistic experience. For example, a shopping cart on mobile matches a shopping cart on the web.

The shift that is happening right now is not a small one. For many organizations, marketing has been in charge of the purse strings, managing budgets and dictating the analytics processes, tools, and KPIs. But, as websites and apps become more important in the path to purchase, the product team will likely begin to be brought more into the fold—and smart marketers need to begin building those relationships now, [bringing product insights into marketing](#).

DIG-DEEPER

Learn to run a North Star Workshop to hone in on your team's focus around common metrics and goals.

[GET THE FREE GUIDE](#) →

Postmates

CASE STUDY

Insight: By leveraging Amplitude and partnering with Braze, Postmates bridged the gap between product and marketing, achieving better customer engagement and campaign optimization.

Action: Postmates collaborated closely with Braze to deliver targeted messages and experiences to customers. They used Amplitude to analyze customer behavior and measure the impact of marketing messages and product experiences.

Outcome: The integration of Amplitude and Braze allowed Postmates to understand how outreach messages influenced customer behavior and make real-time campaign optimizations. This enabled them to effectively allocate their marketing budget and drive more engaging customer experiences.

[Read the Full Case Study](#) →

“You can make small incremental changes in messaging but the more transformative result comes from better understanding your customer experience and augmenting your product and marketing to work together, as opposed to doing both of those independently. With Braze and Amplitude, we were able to bring marketing and product a lot closer together.”

ANDREW TOUCHSTONE

Director of Growth Marketing at Postmates



BEST PRACTICE 4

Understand what makes a customer loyal

No amount of marketing or product enhancements can take the place of a loyal, engaged customer. In fact, to recover the value of a single churned customer, businesses need to [acquire three new ones](#).⁸

The majority of successful growth companies [generate 80% of their value](#)⁹ by unlocking new revenues from existing customers in their core business; cross-selling and upselling to their current user base. So, why are most businesses wasting their marketing budget on disloyal customers who won't stick around long enough to pay back the acquisition investment?

What is customer loyalty? At its core, it's about engagement, retention, and—ultimately—more revenue. Additionally, it's important to look at loyalty through the lens of what customers are doing in your apps, not just their purchase behavior or whether they join your formal loyalty program. The key to understanding these behaviors is [digital analytics](#). Using data, you can see what behaviors separate your loyal, repeat customers from the rest, and then work to nurture those relationships through the digital experiences you build.



According to [IDC's C-suite global survey \(August 2022\)](#), the top three business priorities for the next 12 months are improving operational efficiency, improving customer satisfaction and experiences, and increasing profits. These business priorities can be achieved only by doubling down on building higher-value digital experiences for customers that increase loyalty and retention.



DAVID WALLACE
Research Director for Customer Data and Analytics at IDC

To extract the most value from your loyalty analytics, there are two core capabilities successful teams use:

- **Create cohorts:** The leading teams can create and save groups of users based on their behavior or properties, like membership in a loyalty program, the number of purchases during a set time frame, repeat purchasers, or size of cart.
- **Analyze and compare cohorts:** These teams are also able to explore how loyal customer cohorts behave in your funnel vs. the rest of your customers. This lets you explore conversion drivers to see where prospects encounter points of friction in your funnel.

Once you can accurately see which behaviors are likely to drive loyalty—things like favoriting an item or “liking” a brand—you can begin to experiment by adjusting your app or website to make those actions easier to take. In this way, you can begin to grow your loyal customer base without severely adjusting your business model or product strategy. And you’ll be able to tailor experiences and messaging to loyal customers in real-time.

DIG-DEEPER

This Amplitude Academy course teaches you to count your users and organize them into groups for further analysis; identifying common properties, creating cohorts, and sharing insights.

[START THE FREE COURSE →](#)



CASE STUDY

Insight: Utilized predictive cohorts, which helped optimize targeting workflows to generate maximal lift.

Action: The Jersey Mike's marketing team designed new features based on the data the team wasn't to capture, such as CTA buttons to track impact and improve the overall app UX.

Outcome: Online ordering more than doubled. And the growth of digital orders has outpaced the growth of in-store orders.

[Read the Full Case Study →](#)

“Our loyalty customers comprise a big percentage of our everyday sales, so we’ve planned different marketing campaigns to promote our loyalty program and convert more users into loyal, long-term customers.”

KELLY MCGEE

Director of Digital Marketing at Jersey Mike's Subs



BEST PRACTICE 5

Fine-tune personalization and “next-best action”

Although [personalization](#) is not a new initiative for most businesses, companies that use strategic personalization in their campaigns generate more revenue while also providing better service in their business. It helps organizations build trust, retain customers, and build their brands.

In essence, personalization is the ability to tailor customer experiences and communications to the exact needs of the user, as opposed to taking a “spray and pray” approach where every customer is treated the same. In practice, personalization can be a variety of things:

- Rewards and exclusive offers tailored to a user’s specific interests using past purchase data
- Product recommendations that are relevant to the individual consumer based on their demographics and history
- Subscriptions tailored to the needs and interest of a unique customer
- Personalized push notifications on mobile apps that speak to the specific needs of each user, delivered at the most relevant time for the user
- Biometric recognition in physical stores that identifies customers when they arrive, educating staff on their unique preferences

Today, [71% of customers](#) expect that businesses will deliver personalized interactions, and the fastest-growing companies derive

[40% more](#) of their revenue from personalization than their slower-growing counterparts.¹⁰ Additionally, [88% of shoppers](#)¹¹ feel the experience a brand provides is just as important as its product. This means that you can have the best offering on the market, but still lose out to a competitor that has mastered the art of personalization and brand experience.



Customers leave strong signals every time they log into your digital experience—these signals come in the form of behaviors; what they search, view, and purchase really shows their personal taste. Not factoring that into your experience and interactions is a lost opportunity. When people feel heard, they will inevitably become power users.



DARSHIL GANDHI

Technical Success and Services Manager, Amplitude



For most users, the golden standard of personalization is set by large digital companies, like Netflix and Amazon. The optimization of digital experience allows each user to feel as if the site was built just for them, with features like personalized login profiles customized with recommendations based on their viewing history. Unfortunately, organizations without mega-corporation budgets and resources can struggle to create even a fraction of this seamless, 1:1 user experience, and too often default to traditional demographic or other profile-based targeting with metrics like click-throughs or time spent on site. Benefits like sophisticated identity resolution to reach the right user, machine learning to find the right message, and real-time delivery are much easier to identify than deal with. Personalization at scale asks that product, marketing, data, and engineering to become true collaborators, working as one to deliver the best customer experience possible.

The key to creating a Netflix-like personalization experience is multifaceted and complex. But there are a few key initiatives you can take to jump-start that journey:

- **Integrate digital analytics with your customer engagement platform.** Data-driven marketers are using analytics not just to create and analyze cohorts, but also to easily sync those cohorts to tools like Braze, Iterable, and Klayvio for retargeting and personalization. In this way, it becomes much faster and simpler for marketers to scale personalization without waiting for an analyst or engineering support.
- **Base your personalization on behavior, not just demographics.** Target a promotion for a new food category to a loyal user who has yet to try it or offer a targeted discount to a user who loves combo meals.

For a consumer who typically purchases lunch, offer a specific discount to encourage an additional purchase at dinner.

- **Personalize across channels and devices.** Today's consumer is looking for an omnichannel experience. If they're getting personalized content on the web, but not on mobile, you may as well have not personalized at all.
- **Invest in predictive personalization.** Once you have enough information about your users, you can begin to look ahead and show them products they might not even know they're interested in; delivering the right messaging and product recommendations for the individual.
- **Contact your users at the right time.** The time you engage your prospects and customers can be just as important as the message you convey. Make sure you know when users are most likely to open or respond to outreach and plan your strategy accordingly.

With the right combination of behavioral data and digital strategy, you can create personalized outreach and recommendations that drive both customer loyalty and company revenue.

DIG-DEEPER

Watch this three-minute video about using Amplitude insights, cohorts, and personalized predictions to drive repeat purchases.

[WATCH THE DEMO →](#)



CASE STUDY

Insight: Rappi faced challenges in understanding the impact of its product experience on different user segments and struggled to analyze conversion metrics.

Action: Rappi adopted Amplitude to improve its product and expand its core offerings. With Amplitude Audiences, they delivered targeted campaigns, interpreted user behaviors, managed audiences, and measured impact more effectively.

Outcome: As a result, Rappi achieved a 30% reduction in acquisition costs, a 10% increase in first-time orders, and a 5% decrease in activation costs. Through Amplitude's cohorts, tracking, and segmentation, Rappi successfully implemented and drove revenue through its Prime program, leading to higher order frequency and spending, and a 15% increase in order size.

[Read the Full Case Study →](#)

“Amplitude Audiences makes it easy to deliver relevant, targeted campaigns to our entire user base. It's the central place for our teams to interpret behaviors, manage audiences, and measure impact so we're able to move faster. We could not have achieved those results without Amplitude Audiences.”

GUILLERMO PLAZA ROCHE

Co-Founder and Product Lead at Rappi



BEST PRACTICE 6

Scale data-driven experimentation

Consistent [experimentation](#) across the user journey is critical to growing revenue and customer lifetime value (CLV).

When it comes to user experience (UX), organizations need to be constantly adjusting, testing, and experimenting with what will generate authoritative insights. When your experimentation and iteration are natively integrated with analytics, you can get a clear picture, faster, of what matters to your shoppers and what is limiting your company's growth.

Historically, experimentation has been seen as something limited to web-based or visual changes (see Google's famous adjustment to their [blue¹²](#) color), but it's time for organizations to dig deeper and look at [product-led experimentation](#).

Product-led experimentation solutions aren't centered around a visual editor, instead, they deliver experiment decisions anywhere you run a test in your code or across your tech stack using APIs and SDKs.

When analytics and experimentation become natively integrated into your systems, it's easier to identify points of friction and run tests to

address them. Using these insights, businesses can improve overall customer experience and checkout conversion rates with the freedom to run tests around complex use cases like:

- Customer journeys (spanning multiple touchpoints)
- Price testing
- Sorting algorithms
- Checkout flows
- Shipping offers
- Paid loyalty programs
- Validating whether a 3rd party SaaS feature, such as a recommendation engine, delivers promised ROI

All of the above require teams to run experiments on the actual engineering or business logic, rather than just the presentation layer.



The foundation for highly impactful experimentation programs lies in well-trained teams, standardized templates, repeatable workflows, and event-based data that span the entire user journey. Strategic leaders in experimentation prioritize the early alignment of these capabilities to rapidly accelerate the speed, impact, and confidence of their programs, ultimately driving transformative outcomes.



BRIAN CAHAK
Founder at Zilker Trail Growth and Innovation

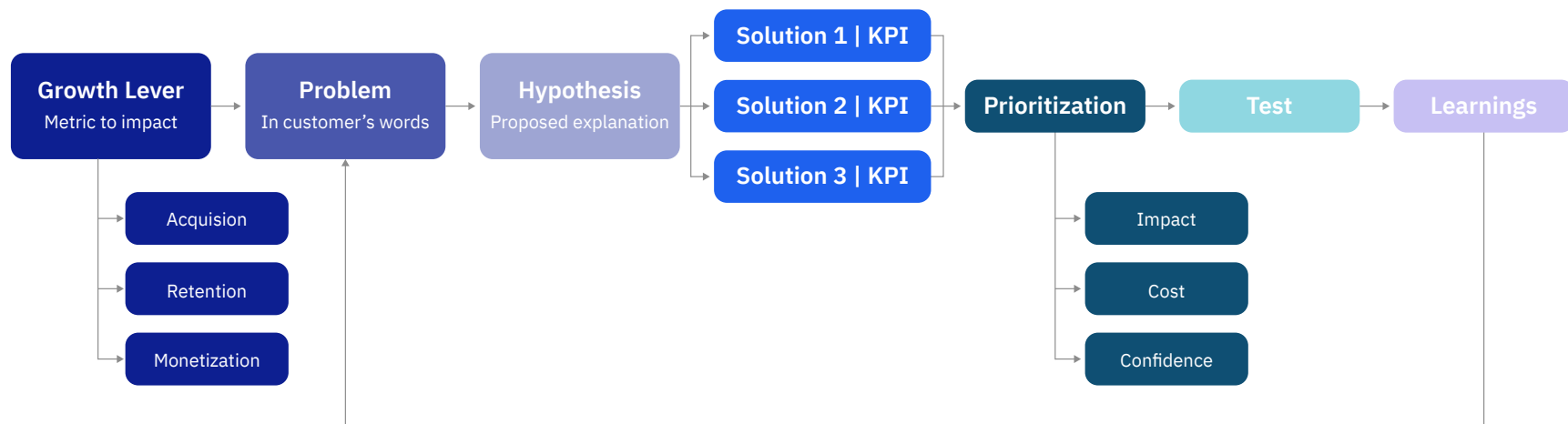
Behavioral data tells you which users take certain actions that lead to revenue generation. Your experiments can nudge other users to the same behavior or make additional bets with your consistent revenue-generating customers.

The best product teams know that what truly matters is not just shipping those outputs, but rather what outcomes they drive.
—Your Guide to Scaling Product-Led Experimentation

[GET THE GUIDE NOW](#) →

7-Step Experimentation Framework

An [experimentation framework](#) ensures that tests are properly aligned around the right business growth lever and focused on a customer problem.



There are a few important points to keep in mind to be successful in your product-led experimentation journey:

- **Cultivate a culture of experimentation**, infusing it into every phase of the product development process to build with speed and confidence.
- **Create a portfolio of experimentation across marketing**, web, and digital product use cases to optimize revenue growth and CLV.
- **Create a consistent problem-led experimentation methodology** product leaders can use to tie their work to wider company goals.
- **Design a simple scoring rubric** that balances the potential value of an experiment with its level of effort to help product leaders prioritize the right experiments.
- **Push real-time behavior cohorts** from your analytics platform to your experimentation platform to provide the right experiences for the right audience.

DIG-DEEPER

This Amplitude Academy course teaches you the Amplitude Experiment workflow and how get set up for experiments that produce trustworthy results.

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SHIFT

CASE STUDY

Insight: Shift faced challenges with time-consuming experimentation processes and dependencies on data scientists.

Action: Shift implemented Amplitude, revolutionizing the experimentation and A/B testing process for product managers. Amplitude's Experiment feature empowered PMs to build dashboards, start and stop experiments, and answer their own questions without relying on engineering or data science teams.

Outcome: The implementation of Amplitude's Experiment feature accelerated the experimentation process, reducing cycle time and enabling faster iterations and insights. This data-driven decision-making contributed to the overall success and growth of Shift's product, improving business impact.

[Read the Full Case Study →](#)

"I think of this as the second level of being data-driven. The first level is simply understanding what is going on. This second level we've unlocked with Experiment is seeing the impact of changes based on A/B testing. We previously ran A/B tests using our homegrown solution, but it still required our data scientists to spend time writing code to create the test dashboard in Periscope Data."

MARK BRENNEMAN

Senior Product Manager of Growth at Shift



Mastering the path to purchase: Essential takeaways

Organizations are spending a large portion of their resources trying to get new customers in the door, but without the proper insights to fully understand the customer journey, you can't know what levers to pull to accelerate sales and increase average order value and purchase frequency.

By finding the right digital analytics platform you can:

- Grow revenue and CLV using trusted data
- Understand and optimize the path to purchase
- Generate personalized campaigns that speak to the individual consumer
- Optimize product-led experimentation

Although this may seem overwhelming now, there are partners out there—like Amplitude—that can help make this idea a reality.

Put these best practices into practice today

With Amplitude, you can access all of your data within one fully-integrated retail solution. With a single version of truth to measure cross-channel performance, your teams can use the self-service solution to make data-driven decisions that improve experiences. Start transforming your data into delightful customer experiences.

[TRY AMPLITUDE FOR FREE →](#)



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About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. More than 2,100 customers, including Atlassian, Jersey Mike's, NBCUniversal, Shopify, and Under Armour, 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 by G2. Learn how to optimize your digital products and business at amplitude.com.

