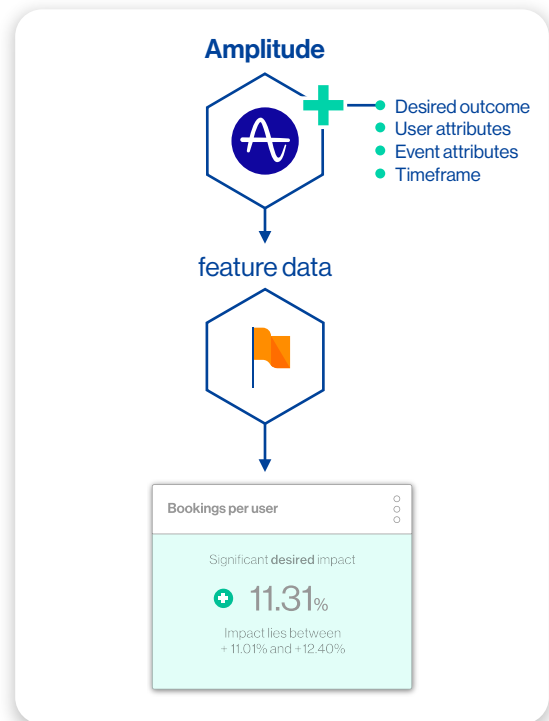# Predictive insights, faster experiments, better digital experiences

Amplitude is the leading product intelligence platform that helps companies use their customer data to analyze and predict user behavior for building great product experiences.

Positive experiences are often personalized to serve the right solutions to the right customers at the right time. This requires both customer and feature flag data to accurately identify and target customer needs.

Split's Amplitude integration combines behavioral analysis and experimentation allowing product and engineering teams to deliver impactful features and personalized customer experiences at scale.

Amplitude

- Desired outcome
- User attributes
- Event attributes
- Timeframe

feature data

Bookings per user

Significant **desired** impact

⊕ 11.31%

Impact lies between
+ 11.01% and +12.40%

Save time and avoid errors on targeting

Skip the error-prone process of manually creating and managing target lists in several places. Automatically send and sync Amplitude cohorts to Split segments once, hourly, or daily.

Personalize customer experiences

Build behavioral cohorts in Amplitude based on user events, time range, and/or specific properties to serve relevant flag treatments to the right audiences. Or simply choose a desired outcome and use predictive cohorts to target customers most likely to achieve the outcome with relevant new features and offers.

Boost the speed and power of your experiments

Get results faster without having to increase the number of users exposed by targeting those most likely to interact with and be impacted by the new feature being tested.

Target customers with personalized experiences that drive business outcomes

Amplitude Cohorts → **Split** Segments → Experimentation + Personalization

## Inbound integration for personalized experiences

Send Amplitude cohorts directly to Split as segments to target and experiment with new features on relevant audiences. Measure the impact of new features on key business metrics.

Once integrated, any cohort changes can be automatically synced to the corresponding segment in Split at the time interval specified (hourly or daily).

Split Impression Data → **Amplitude** Events → **Amplitude** Behavioral Analysis

Outbound integration for validating experiments

Bring Split feature flag data (impressions) into Amplitude with just a few clicks. Impressions will be sent to Amplitude as events and can be automatically mapped by user or device.

Cohorts can then be created in Amplitude based on what flag treatment users received. From here, run deeper analysis to compare user behavior across treatments and determine why certain metrics changed as a result.
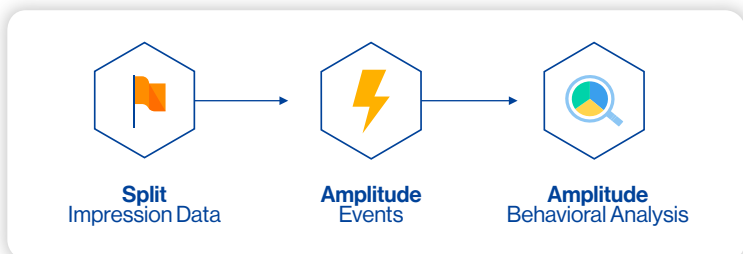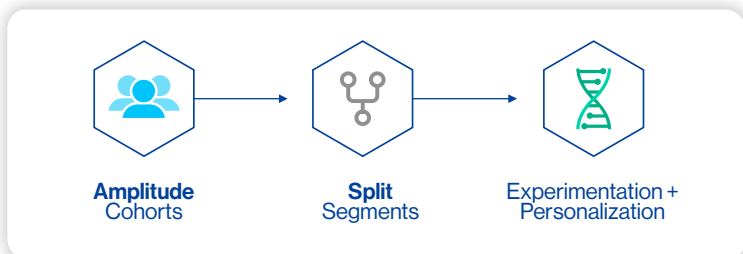
> Split's integration with Amplitude supports our company-wide initiative of empowering more teams to easily formulate hypotheses and run experiments on their own. We'll be able to target specific users with specific questions, at greater granularity and scale than ever before.

Porter Hoskins, Senior Software Engineer

ROUTE

Get started free
https://www.split.io/signup/

split