



Amplitude

Mobile Analytics

The Problem

“I’ve worked with most of the top grossing apps in the app store (GREE, Kabam, DeNA, Pocketgems, Zynga, etc), and they’ve all had to build these comprehensive analytics systems in-house simply because there wasn’t a 3rd party that could deliver.” - Alex Lin, CEO LVL6

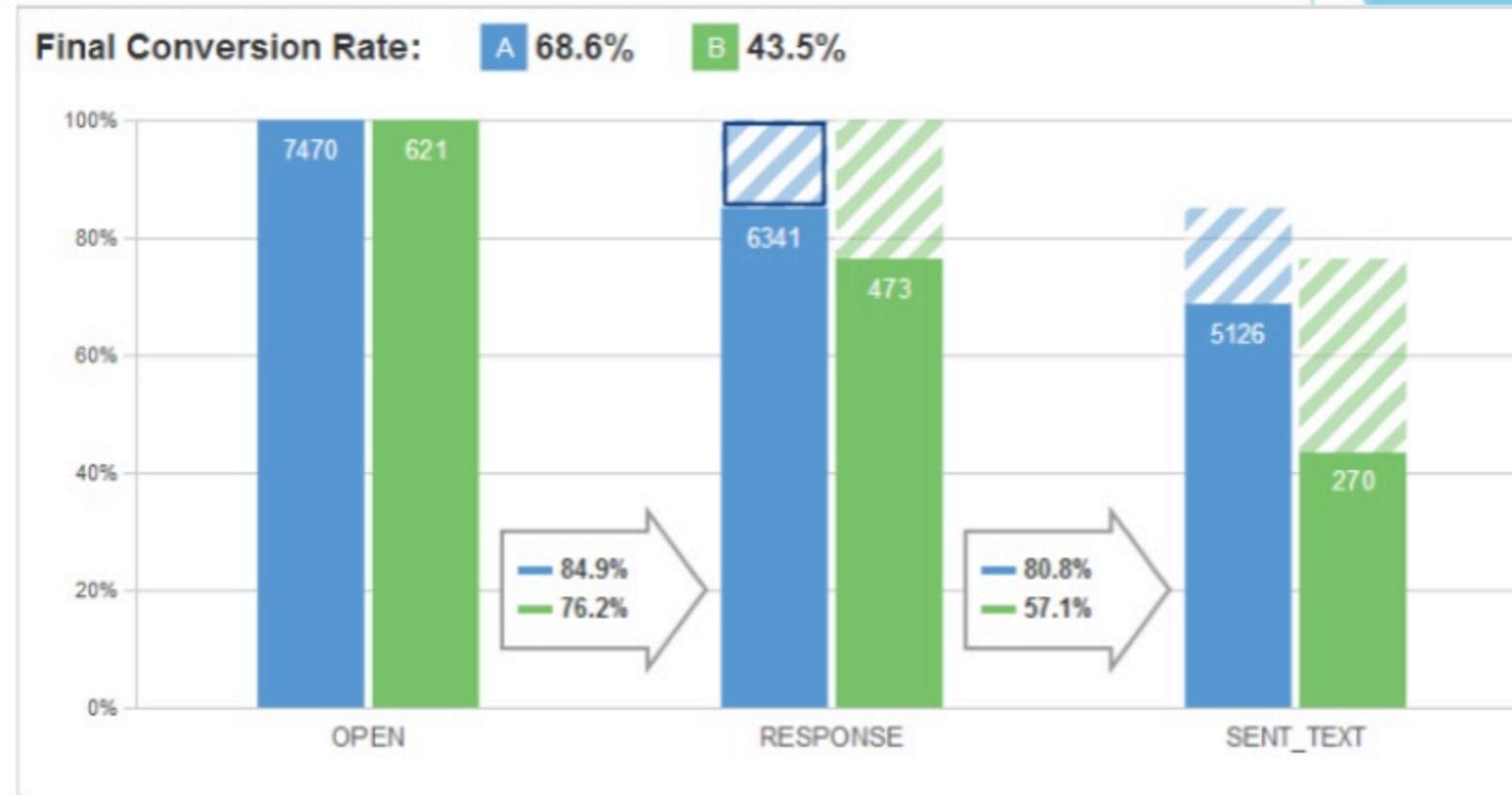
Two Core Beliefs

Data and analytics, not ads, will be the key to acquiring and retaining users to drive success long-term on mobile

Developers will be the decision-makers when businesses choose a mobile analytics product

Amplitude: Funnel Analysis

- We allow you to segment users and compare their conversion rates
- We allow you to drill down to individual users from a segment who left the funnel and identify why they dropped off
- Designed with mobile app flows in mind

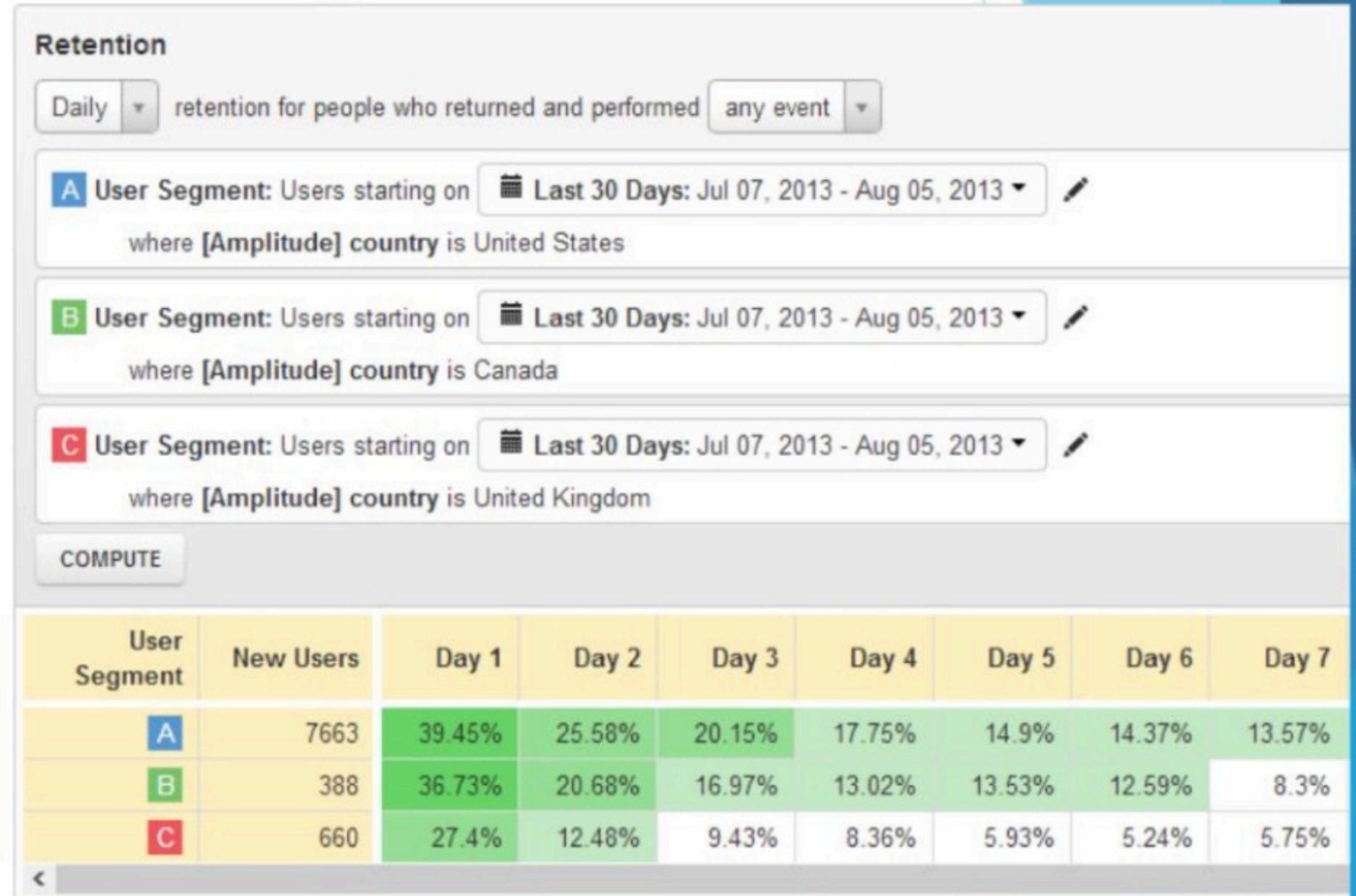


Users who dropped off after OPEN for segment A



Amplitude: Retention Analysis

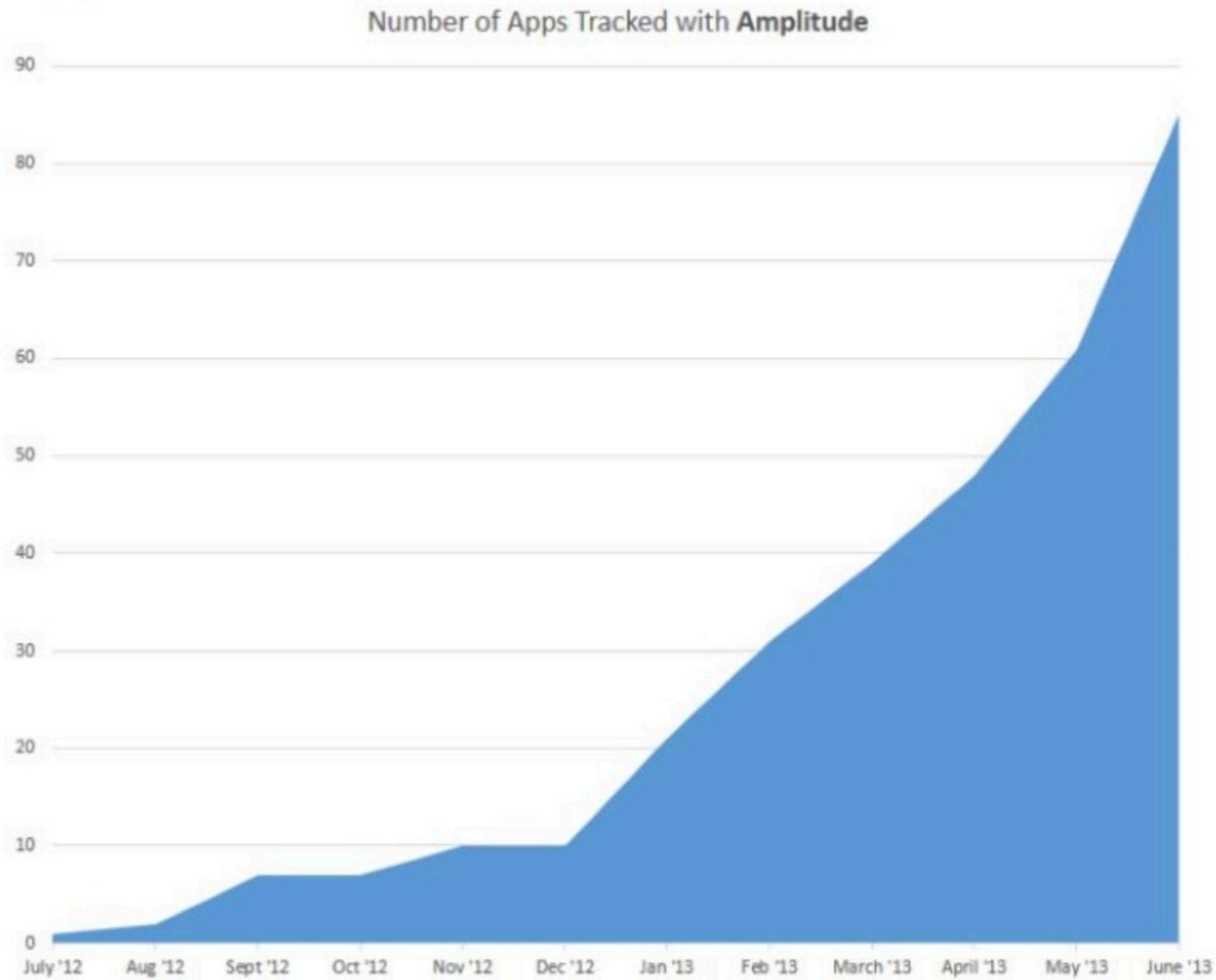
- Analyze retention out of the box without having to instrument custom reports
- Compare different cohorts and see which users stick around



Amplitude: Developer Friendly

- Access to the raw data, automatically imported into a data warehouse for ad-hoc querying at scale (Amazon Redshift)
- We're not distracted by another business - we're mobile analytics and only mobile analytics
- We're building the analytics that we always wanted for mobile apps

Growth (pre-launch)



43% month on month growth in 2013

Competitive Advantages

Real-Time +
Retroactive

Scale Up
and Down

Accurate +
Transparent

Competitive Advantage: Real-Time + Retroactive

- All reports updated instantly, no need to wait 24 hrs
- Results for most common queries are pre-cached, meaning <50ms page load time, not a multi-second delay between every click
- Instant, retroactive funnels
- Instant, retroactive cohorts
- Having data show up immediately builds trust

Real-Time +
Retroactive

Scale Up
and Down

Accurate +
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Competitive Advantage: Scales Up and Down

- Able to focus on the aggregations that we know the developer wants in advance, so we don't have to keep all raw data in memory, reducing costs significantly
- Sampling at scale on lower-tier plans. We store the data (cheap), we just don't compute aggregations across the full set (expensive)
- Focus on answering the questions developers care about on mobile **out of the box** with one click - why did people leave my funnel?

Real-Time +
Retroactive

Scale Up
and Down

Accurate +
Transparent

Competitive Advantage: Accurate + Transparent

- Idempotent infrastructure that allows full recovery of data in the event of a failure
- Open source SDK and access to the raw data builds trust in the numbers
- Every data point stored permanently as storage is cheap

Real-Time +
Retroactive

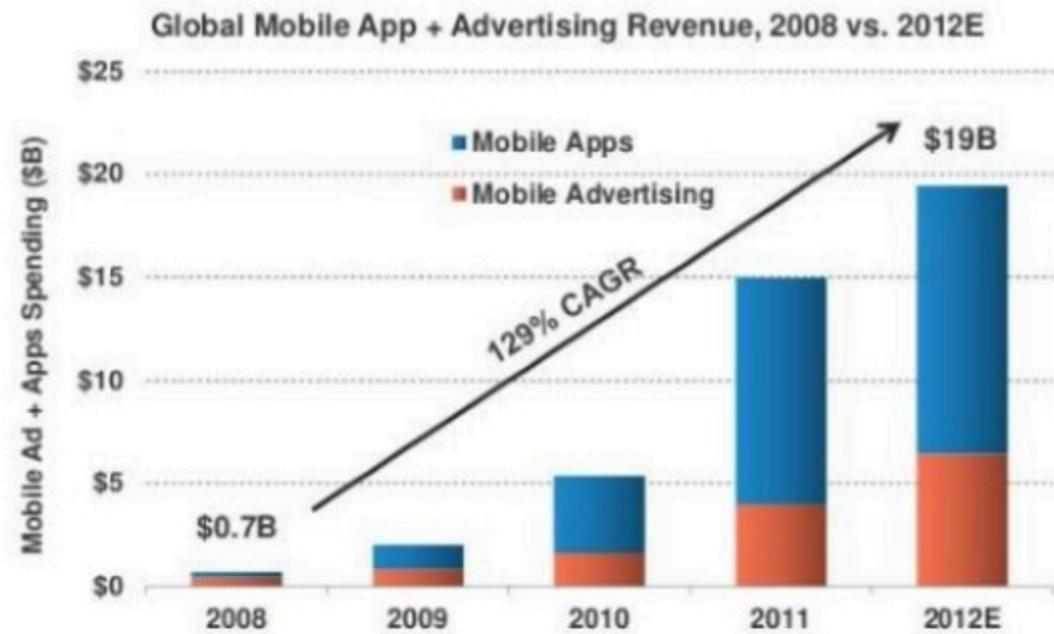
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Mobile Growth

Mobile Monetization Growing Rapidly (67% Apps, 33% Ads)

Global Smartphone + Tablet Shipments Exceeded PCs in Q4:10



KPCB

Note: Notebook PCs include Netbooks. Source: Katy Huberty, Ehud Gebilim, Morgan Stanley Research. Data and Estimates as of 9/12.

Analytics is even more important on mobile than on web
- a greater fraction of revenue is direct than through ads



AMPLITUDE

powerful analytics at scale

TEAM



Spenser Skates, CEO

- high-frequency trader @ DRW
- B.S. Biological Engineering, MIT 2010

Sonalight text-by-voice (YC W12)
Won MIT's largest programming
competition



Curtis Liu, CTO

- software engineer @ Google
- previous: EA
- B.S. Electrical Engineering & Computer Science, Mathematics, MIT 2010

Spenser & Curtis
pre-Amplitude

All-star team highlights: experience @ [Palantir](#), [Sumo Logic](#), [Google](#), [Microsoft](#); Stanford ACM team; Putnam; Stanford PhD dropouts; <https://amplitude.com/about>

YOU MAKE WHAT YOU MEASURE



Why is this so important?

The KEY to growth is **retaining users**