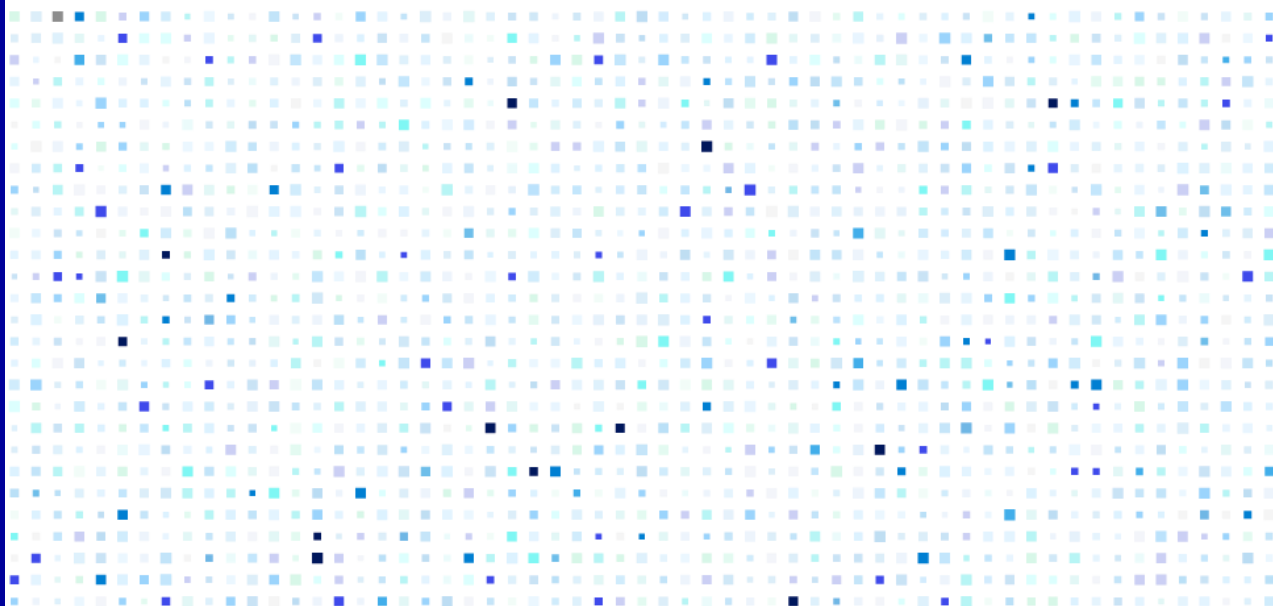




The Definitive Product Analytics Buyer's Guide

How to Discover Your Best Analytics Solution



“As hard as it has become to sell in today’s world, it has become that much more difficult to buy.”

– Brent Adamson, Distinguished VP, Advisory, Gartner

Overview

Running a thorough and efficient evaluation of new technology is resource-intensive. Making the right decision for your team takes time and careful thought. Here at Amplitude, we’ve pulled back the curtain on the entire process. In this guide, you’ll find practical content to help you evaluate software and advocate with your team for the right choice. The content in this guide includes the real tools, slides, and assets that were co-created with hundreds of customers as they’ve gone through the SaaS buyer’s journey themselves.

Actions you’ll be able to take using this guide:	Tools and resources included:
<ul style="list-style-type: none">▶ <u>Define challenges</u> that your organization is looking to address▶ <u>Assess readiness</u> and avoid mistakes along the way▶ Create a short <u>list of vendors</u>▶ <u>Expedite</u> the requirements of the <u>building process</u>▶ Navigate <u>adoption</u> and <u>implementation</u> with tools and data	<ul style="list-style-type: none">▶ Buyer’s Deck Template: Slides you can use to present to your internal teams and with your vendors▶ Buyer’s Workbook: Various tools to help you assess, align, and plan a purchase▶ RFP Template: Both a simple and robust version of a customizable product intelligence/Analytics RFP

We are confident that this guide and the tools included can **save you countless hours and significantly improve your ROI** once you choose a solution

Table of Contents

- ▶ Introduction to product intelligence
- ▶ Step 1: Identifying the problem
- ▶ Step 2: Judging readiness
- ▶ Step 3: Exploring solutions
- ▶ Step 4: Building out requirements
- ▶ Step 5: Researching and selecting a vendor
- ▶ Step 6: Activation and implementation

Who is this guide for?

The market has many names for the analytics solutions that help teams build better customer experiences in their digital products and website. If you fall into one of these buckets, this guide is for you:

- ▶ You're considering a product analytics, product intelligence, web analytics, product usage data, digital user journeys, or a business intelligence (BI) solution to analyze customer behavioral data.
- ▶ Your team needs better analytics but you're trying to prioritize between a new analytics solution or first rearchitecting your data.
- ▶ You're in product, design, engineering, analytics, data science growth, or marketing and you're looking for more insight into your users and product experience
- ▶ You're an executive or in finance or procurement and you want to understand more about how product analytics and intelligence should be assessed.

What is product intelligence?

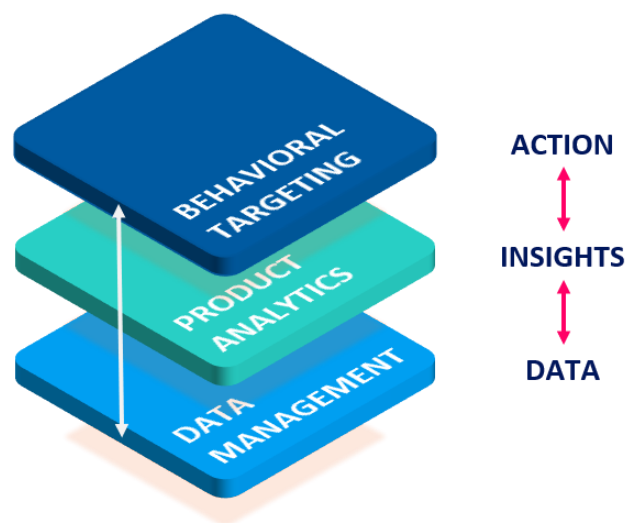
As we review this guide, we'll look at each step and technology criteria through a holistic lens. Product analytics as a category often gets misinterpreted as purely as charts, lines, and bars. As simple as it sounds and as often as it's said, there is truth to the fact that great insights require great data, and great insight must translate into action (decisions, sharing, optimizations, customer engagement) to be valuable. At Amplitude, we've broadened the definition to product intelligence. When reading this guide, or using the tools, be sure to take a step back before zeroing-in on specific vendor features. There may be use cases and an integrated set of capabilities that could take your teams to the next level.

Product intelligence is the combination of product analytics, data management, and behavioral targeting that empowers teams to use customer insights to drive conversion and retention.

A core component is the access to integrated, easy-to-use software that enables teams across departments, including product, engineering and marketing, to collaboratively use customer data. Teams then use that data to

- ▶ better understand customers;
- ▶ ship the right product experiences, faster; and
- ▶ drive measurable business outcomes.

It sounds similar to analytics, but it's a fundamentally different way to build a better product experience. Not only does product intelligence offer analytic insights, but it also helps with data management, behavioral targeting, and team collaboration.



Pillars of Product Intelligence

When looking for a product intelligence solution, there are four key capabilities you must consider:

- ▶ **Product analytics:** This is the most important capability. At the end of the day, product intelligence is an integrated analytics solution. Teams need access to real-time analytics so that they can monitor, drill in, and explore user behavior and cross-platform digital journeys.
- ▶ **Customer data management:** Product intelligence solutions offer pipelines that are comprehensive yet codeless, with tools to govern data and accessibility. They enable teams to design and build accurate and controlled windows into behavioral data. Your team can't act on data they can't use, and PI puts data governance front and center.
- ▶ **Behavioral targeting and experimentation:** Product intelligence powers growth. Any PI solution must integrate with platforms such as Braze, Facebook, Intercom, Iterable, and Salesforce so that teams can easily connect data between tools. This enables teams to build personalized experiences and analyze results instantly. That way, any product team can keep pace with frequent releases and understand how to improve experiences or increase customer lifetime value.
- ▶ **Team collaboration and adoption:** Great solutions power collaboration. When teams operate with product intelligence, they share insights to democratize understanding of the customer journey. With tools like shared dashboards, team workspaces, and data stories, everyone has access to customer insights, and no one operates in the dark.

What's driving the demand for product analytics?

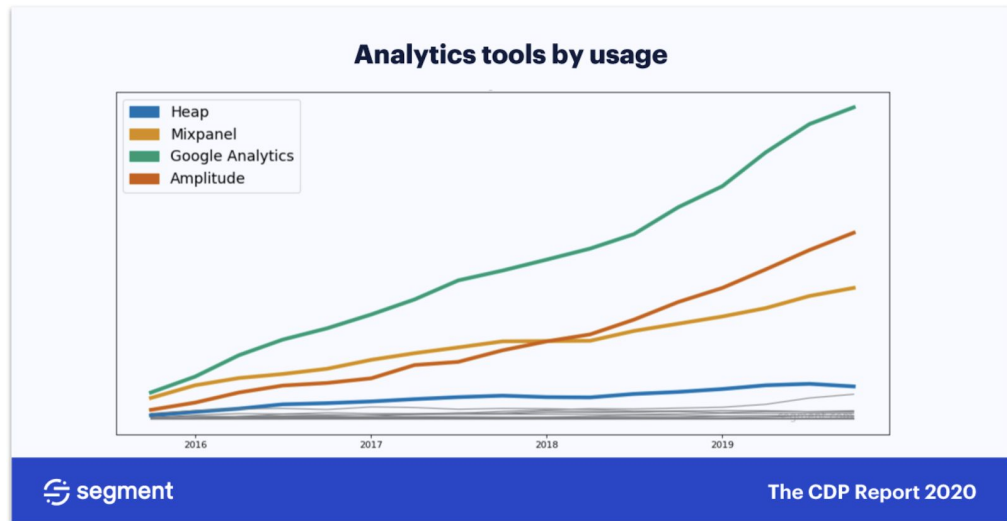
The demand for product analytics or intelligence solutions is driven by the increased usage of technology. With each passing day, more of our lives are spent using digital products. It's driven by the shift in how users interact with products and how companies compete for the attention of those users.

Here is evidence that you can use to shape the mindset of stakeholders toward why there is a need to evolve and innovate.

- ▶ **Buyers value experience:** 73% of buyers claim experience is the #1 factor in loyalty. ([Gartner](#))
- ▶ **Loyalty = growth:** Loyal customers are 5X more likely to purchase again. ([Gartner](#))
- ▶ **Customer experience is a competitive advantage:** 81% of organizations expect to compete primarily on CX. ([Gartner](#))
- ▶ **The digital economy is the economy:** Digital is now 7% of global GDP—the fastest growing sector. ([United Nations](#))

- ▶ **Digital is accelerating:** The COVID-19 pandemic spurred an increase of digital usage by 44%. ([Amplitude](#))

According to the [CDP Report 2020 by Segment](#), *Analytics* account for 83.6% of the tools connected to data platforms. And more specifically, you can see the rise of self-service product analytics tools like Amplitude, which is second only to web analytics (both free and paid) from Google Analytics.



Now that we've set a baseline for understanding of the market, let's dive into the six-step process for buying and implementing a product analytics solution.

TOOL: We've included a [collection of stats in the Buyer's Deck](#) that you can use for internal presentations and to build up the confidence of colleagues that it's worth investing in change.

Step 1: Identify and Define the Problem

“What problem are we trying to solve and how does solving it roll up to strategic goals?” Buying new technology requires a lot of research. Start off on the right foot by ensuring that you have a thorough understanding of the problem you want to solve and the reason you need to solve it. You need to know the following:

- ▶ **Why** you're looking to change

- ▶ **How** that reason lines up with strategic initiatives for your team or organization
- ▶ **What** stands in the way of finding the right solution and solving your problem

Common Core Challenges and Connecting Them to Common Strategic Goals

To start, you'll need to identify the core challenges your team and organization are facing—and then connect them back to the broader strategic goals they affect. Through our work with thousands of companies, we've identified three common challenges often faced when companies start building customer-focused software at scale:

- ▶ **Visibility:** The customer interacts with your product and brand across many devices and touchpoints, but they still expect a unified, frictionless experience. That means teams have to shift from simple top-line metrics to a holistic, more granular view of the digital experience. Without a deeper understanding of the customer journey and how your users experience your products, we often see teams flying blind, unable to answer key questions about customer behavior or prioritize what experiences to build next.
- ▶ **Speed:** With more competition and disruption than ever before, teams need to be able to build quickly, but learn even faster. They need to be able to answer key questions, test, and iterate quickly. But data and the ability to answer questions using analytics often sits in silos, and the tools don't always fit seamlessly into how teams work, which slows down product decisions and innovation. An over reliance on separate teams like analysts and data scientists to answer questions, or tools that are not real-time and require SQL skills, is not a sustainable path building smarter, faster. And it takes you further away from a close understanding of your customer.
- ▶ **Outcomes:** Too often, teams ship faster than they learn or only invest in optimizing customer acquisition. They release features without connecting back to outcomes – both short-term impact on users and long-term effects on lifetime value and retention. Learning with insight leads to markedly better products with more measurable results, so the bets you make have to be grounded in data. The best teams track outcomes back to both strategic business goals and value for the customer.



3 Core Challenges Solved by Product Analytics

Core challenges like these are intrinsically linked to core objectives. For instance, your team needs better visibility into the cross-device experience because your **organization's objective is to develop a unified customer experience**. Or you need a better way to measure more granular product metrics because the **company is focused on growing retention with new users**.

Having a clear connection to your organization's top-level goals will ensure that you buy technology designed to help you reach these goals and overcome core challenges.

TOOL: Use [the Challenges & Objectives and Gap Framework tabs in the workbook](#), review common challenges and examples of strategic goals, and define your challenges and goals in your own words. Our team always starts here to ensure that we (the vendor) and the buyer are clear on what we're trying to solve for and how it maps back to objectives. We've also included a one-slide overview in the [Buyer's Deck](#) that, once you and your vendor review it, becomes the guiding light for your path to product intelligence.

Find a Compelling Event

If you've decided to invest the time and effort required to research, buy, and implement new technology, there was likely a compelling event that led you to this decision. A compelling event answers the question "Why now?" and helps you link the new technology to the immediate problem or new reality. Here are a few examples:

- ▶ A new product launch where measuring success will be critical

- ▶ Expansion of your platforms (like adding a mobile app)
- ▶ A new hire or growing team

TOOL: We've [compiled a list of compelling events](#) in the Buyer's Workbook that we've seen over the years. Each compelling event includes a description of the impact and the recommended response. This proactively answers the following questions: "Why did you buy product intelligence when you did? What compelled you and the team to start the process?"

Create Consensus Early On

Now that you've identified core challenges and compelling events, it's time to start the internal alignment process. If you're a small company, this step might be very simple. For larger organizations with many stakeholders, though, this step needs to be a main area of focus throughout the whole process and starting off on the right foot is critical. To that end, we recommend forming charters and councils and running [North Star workshops](#).

"Organizations without solid alignment on the metrics that matter most risk acquiring technologies that don't integrate properly, can't scale to meet data and user volumes, or don't deliver adequate functionality."

Forrester

We've written [an entire book](#) on aligning teams around your product's North Star—a model for managing products by identifying a single, crucial metric that, [according to Sean Ellis](#), "best captures the core value that your product delivers to customers." We've seen some of the fastest growing startups and largest enterprises create incredible alignment using our framework.

This story posted on LinkedIn by Greg, Le Suer, a head of product, on [Our product analytics journey](#) is a great



quick read. Greg and his team started with goals aligned to core metrics and created a best in class technology stack.

TOOL: We've included [slides on North Star and other alignment templates inside the Buyer's Deck](#) that help you chart a path toward alignment, buy-in, and commitment. We also recommend the [The North Star Playbook](#), which has been read by more than 45,000 of your peers.

Eventually, you'll build out your initial activation team with the following members:

- ▶ **Executive advocate:** Helps clear the path in the organization, helps get budget and sign-offs, and serves as the face of the initiative
- ▶ **Project lead:** In the trenches making sure the team and vendor are following a well-structured process, like the one laid out in this guide
- ▶ **Technical lead:** Ensures product intelligence meets technical requirements and is designed to fit within your technology stack
- ▶ **Data governor:** Leads implementation during the activation phase
- ▶ **Early power users:** Product team members who can test use cases and critical workflows in both dummy and live environments.

TOOL: Use the [Assessment Team tab](#) in the workbook to designate roles.

Key takeaways:

- ▶ Identify core challenges and map them to broader strategic and organization-wide goals to ensure alignment on why you're looking at new technology.
- ▶ Compelling events help answer the question "Why now?" and justify the time and effort of searching for a solution.
- ▶ Creating consensus and securing buy-in has to start early.

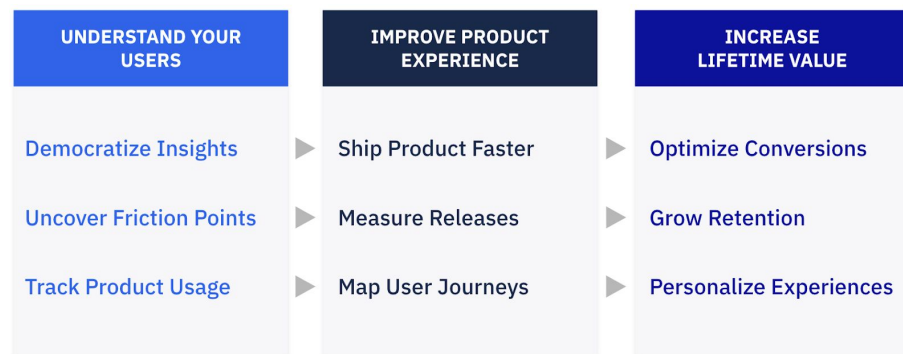
Step 2: Judge Readiness

Are we ready to explore solutions? Judging whether your organization is ready to explore product intelligence solutions means taking stock of where you currently stand with regard to customer experience measurement, cultural attitudes, and processes around product and data.

Define Your Use Cases

At a high level, there are three core benefits organizations experience when using product intelligence, each of which builds on the prior benefit:

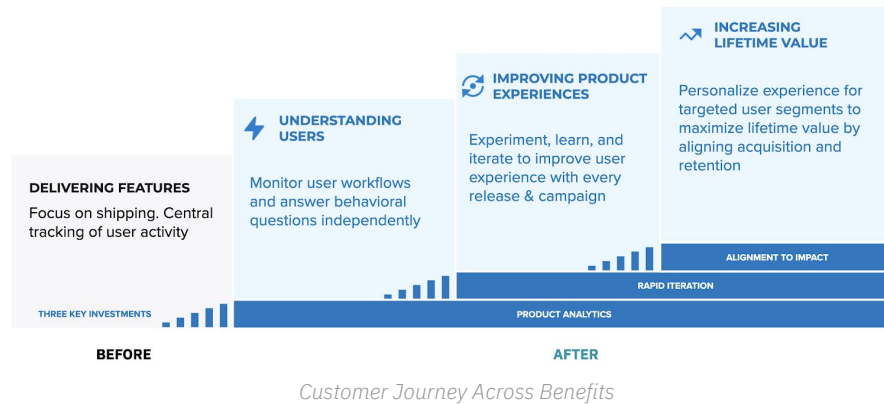
1. Better understanding of users
2. Improved product experience
3. Increased customer lifetime value and retention



Benefits & Use Cases of Product Intelligence

As the graphic illustrates, each of these benefits breaks down into three explicit use cases that also build on one another. When we reflect back on the journey that customers take, more often than not, it can be mapped right back to this progression.

Here's one example (with more in the Buyer's Deck for media, B2B, fintech, and consumer industries):



TOOL: Use [this Use Cases & Benefits tab within the Buyer’s Workbook](#) to map the questions your team are asking, pain points, use cases, and overarching benefits. Use this understanding both to align internally and to set priorities with vendors once you start the evaluation process. Specific, measurable use cases the possibly the most important construct for mitigating risk of your investment.

Get Ahead of Cultural Roadblocks

The game of product-led growth requires shifts in how organizations think and work. Below, we’ve charted the shifts that often happen within companies using product intelligence.

FROM	TO
Product as cost-center	Product-led, product as profit/growth center
Delivery Velocity. Ship and forget	Learning and Impact Velocity.
Centralized and Siloed Analytics	Accessible and Democratized Analytics
Reporting	Exploring, testing, learning
Pageviews and Clicks	Experiences, Interactions, Behaviors
Counts	Relationships, inputs, outputs, correlation, causation
“Unique” Users	Behavior-driven personas
Acquisition Funnels. Sign Up Rate, Conversions	Lifetime Value (LTV). Engagement Ladders and Loops
Websites	Products and experiences

Shifts supported by product intelligence

Which shifts have you already made? What are the blockers and dependencies that stand in the way of making new shifts? Product intelligence helps you make more shifts and emboldens teams that have already transitioned.

TOOL: See where roadblock may exist and plot a path forward for your team in the [Cultural Shifts](#) tab.

Determine Data Readiness

“Is our data ready?” We often hear objections such as, “We’re not sure we’re ready—we need to get our data in order first.”

Here’s the reality: no organization’s data is ideal. Your data doesn’t need to be perfect—it just needs to be usable and a qualified analytics vendor can help get you there. Your vendor can set you on the path toward data quality, integration, and governance. Run a proof of concept (more on this later) with your selected analytics vendor and you’ll both be able to identify the data improvements needed before moving forward.

*“For a holistic view of digital interactions, CI [customer insights] pros must take a laser-focused approach that aligns to key metrics. **Consolidating all data will not meet their needs.** Rather, for each type of interaction, CI pros should bring together only the data from sources that are relevant to the customer interactions they’re optimizing.”*

Forrester

TOOL: When it comes to data, we’ve seen it all—and we’ve built tons of tools, education, and governance capabilities that can help, no matter the state of your data. Here are just a few of those resources and tools for you to reference:

- ▶ [Governance Best Practices & QA](#) in your Buyer Workbook for later stages of evaluation—like a proof of concept (POC) or implementation
- ▶ Webinars: [How to Break Data Silos that Limit Visibility & Agility](#) and [Getting Clean & Consistent Data](#)
- ▶ Help documentation on a [Data Taxonomy Playbook](#)
- ▶ 101 slides on Data Management for product analytics in the [Buyer's Deck](#)

Answers to what else is likely going through your mind

It's better to air out concerns and doubts early on. Here are some of the questions that you may be thinking but aren't saying.

What will you need to get this done?

There's a right, wrong, and best way to buy and implement product analytics and intelligence solutions. Setting goals, North Star Metrics, solid planning, clear use cases, and unbiased evaluations are all part of that best way. The rest of this guide shows you how to get it done.

Is this worth it?

In short, yes. And here is why.

- ▶ Product intelligence can help you become a digital leader among a community of the best companies.
- ▶ The most innovative, profitable, and fastest growing teams and companies are using product intelligence (both large and small) – Netflix, Amazon, Walmart, Peloton, Instacart, Paypal, Square, Microsoft, Twitter, Doordash, Autodesk, and more than 40,000 other products.
- ▶ Over the long-term, buying a product intelligence solution can easily become a survive or thrive decision for your business. You're competing with the market on speed and the best customer experience, and the right tools directly affect your team's ability to do that.
- ▶ We regularly see teams improve key KPIs by multiples, along with teams shipping product far faster than before.

How much time will it take to evaluate?

Putting in the work up front is crucial; it will take time and effort to get right. But you can (and should) lean on your vendors—how they handle trials, implementation, and POCs is a telltale sign of who you should select.

We promise the effort is worth it. Forty-seven percent of the companies using Amplitude log in seven days a week, and product, engineering, and growth teams use Amplitude almost every day to find and answer thousands of questions.

Key takeaways:

- ▶ Moving toward a product-led mind-set requires an organizational shift; product intelligence can be both the driver and the fruit of that shift.
- ▶ No organization has perfect data. A qualified vendor can help you improve your data and put it to work.

Step 3: Explore Solutions

“What’s out there to solve our problem?” Before we get into individual vendors, let’s look at the broader landscape of solutions. There are several categories. Here’s an overview of the other types of solutions most often compared to (and confused with) product intelligence.

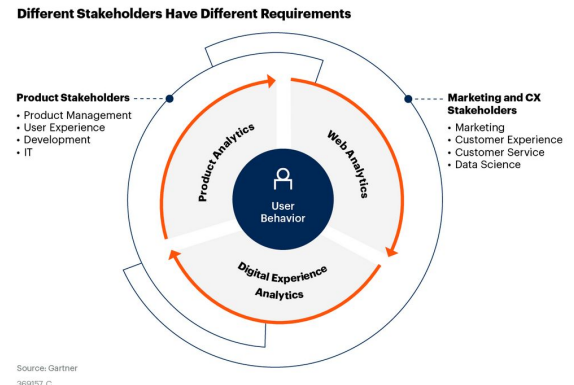
	Traditional BI Tools	Web & Marketing Analytics	Product Usage & Messaging	Product Intelligence
Useful for:	Analyze historical reporting and run SQL queries	High level KPIs: Page views, traffic, sources	Combined self-serve analytics with push messages	Self-serve, actionable analytics for deeper exploration of behavior rich data
Trade-offs:	Slow, technical users only	Limits questions you can ask; not built for cross-device user behavior	Can’t get beyond basic behavior segments; low adoption	Best-in-class, not all-in-one
Questions:	<i>“How much revenue did we book last month?”</i>	<i>“How much traffic did we get from Facebook ads last week?”</i>	<i>“Where are my new users dropping off in the funnel?”</i>	<i>“Why do users convert or dropoff? When do users become high value customers? What behavior drives retention?”</i>

In our work with a wide range of digital teams, we've identified two key principles about the industry:

1. You can't isolate analytics, customer-data management, experimentation, and behavioral targeting from one other and expect to be able to optimize the product experience at scale.
2. Platforms and integrations do not lead to great product experience. Teams do—and you need to help them collaborate more effectively. Collaboration cannot be an afterthought.

Three top recommendations from the experts at Gartner reinforce these points in the May 2020 [Gartner Market Guide for Web, Product, and Digital Analytics](#).

- *Improve customer experience & user experience by applying web analytics and product analytics that capture detailed user behavior.*
- *Avoid investing in mobile-app-only analytics. Look for products that span web and mobile apps and even digital touchpoints such as smartwatches and smart speakers*
- *Digital analytics markets are colliding and converging as vendors blur the lines between categories such as web analytics and product analytics and branch into adjacent markets such as customer journey analytics.*



TOOL: For a more in-depth rundown of available solutions, [jump into the Buyer's Deck](#). You'll find slides to review and reuse when educating stakeholders about why you need product intelligence instead of business intelligence or web analytics. If, at this point, you're serious about Amplitude, it's useful to see how we measure up against common analytics tools. The [Buyer's Deck](#) is your tool for this comparison. It includes one slide on each of several top analytics vendors and how they compare to Amplitude.

Here are some additional resources you can use to learn more about how we compare:

- ▶ [How is Amplitude Different from Google Analytics?](#)
- ▶ [Choosing a behavioral analytics system: our journey to Amplitude](#)

- ▶ [How Adobe Customers See the Complete View of User Behavior with Amplitude](#)
- ▶ [Making Data Work: From Storage to Story](#) by Kin + Carta
- ▶ [How to Choose the Right Analytics Platform for Your Business](#)
- ▶ [The Best Web Analytics Tool](#)

Key takeaway:

- ▶ Know the landscape. It will help you in conversations with colleagues who can't see the important distinctions between business intelligence, web analytics, and product analytics.

Step 4: Define Your Requirements

What do we need the solution to do? At this point in the process, you should have a good sense of the key use cases you're looking to solve for. Before diving into individual vendors and the features they offer, we recommend grounding your search in your own requirements.

This step can be as simple or as complex as you want to make it.

Here are three methods for building out your solution requirements:

- ▶ **Get started now.** If you're a small team with one or two use cases and experience with analytics, simply jot down your requirements, start a trial, and review any gaps you see with your vendor team.
- ▶ **Define key capabilities.** Midsize teams (with more use cases) and teams with less analytics experience can use a simple key capabilities workbook (or, mini RFP), submit it to vendors, and go through a demo with each.
- ▶ **Design a proper RFP.** Larger organizations with many use cases, complex digital experiences, and more on the table in this investment should build a proper RFP and ask vendors to complete the sheet and provide customized

demonstrations and presentations. Then validate with third parties, and score vendors based on capabilities.

Remember: Requirements aren't just about features. They're also about product vision, ability to execute, services, partner ecosystems, community and support, market presence, and corporate responsibility.

TOOL: In the [Buyer's Workbook](#) are two RFP templates—one for basic capabilities, and another robust version for the full RFP process. These have been developed based on dozens of assessment materials created by clients, our teams, and independent experts. These tabs alone can save you countless hours of work.

Key takeaways:

- ▶ Requirements are more than just features.
- ▶ Building out requirements can be as simple or complex as you need it to be.
- ▶ RFPs should flow from your use cases and other requirements.

Step 5: Select a Vendor

Does this solution do what we need it to? Now, you assess vendors. Vendors must prove that their solution can solve your specific pains and use cases. A majority of customers can get the information they need with a trial account, a customized demo, vendor materials (like presentations, completed RFPs, and case studies), and external content (from user communities, review sites, analysts, and online articles).

There are generally three options for assessing vendors:

1. **Demo:** Can their solution solve the use cases you've uncovered? A good demo highlights the vendor's interfaces and what makes them different and gives you a glimpse into how your team will use the product.
2. **Trial:** A trial account can help to familiarize yourself with the workflows, the interfaces, and the standard set of features. Many products are now equipped with self-guided tours, too.

3. **Proof-of-Concept (POC):** See section below.

While these are low-friction options for exploring a product, there will be a learning curve to using a new product for the first time.

TOOL: Inside the [workbook is a Business Case](#) tab that contains more specific levers, and your Buyer's Deck contains a few slides on the five categories, including a customer example.

Proof of Concept (POC)

POCs aren't always necessary, but they can help you justify the investment, especially if you're looking at a multiyear contract or one that costs hundreds of thousands of dollars. Committing to a POC means you and the vendor will do the following:

1. Define clear, measurable requirements to be validated before the contract is signed
2. Import a usable data set into the vendor's system
3. Provide access to a paid version of the product for a fixed period
4. Guide a rigorous evaluation of the requirements

Below are the common scenarios we see for enterprises seeking a POC. See where you fall and know what to expect.

	Operational Efficiency	Insights Driven	Competitive
How are you 'doing' product analytics today?	Internal process, BI tools, SQL, Adobe	No solution in place	Amplitude, Mixpanel, Pendo, Heap, Interana, Adobe, GA
POC Timeline <i>(from kickoff to completion)</i>	2-3 Weeks	4-6 Weeks	2-3 Weeks
Evaluation Purpose	Change management/adoption within organization	Deliver actionable insights	Identify best vendor of choice
Evaluation Sophistication	Low	High	High
Additional Roles Needed	BI/Analyst, End Users	Product, Analytics, Current Insight Recipient	End Users, Competitor's Champion
Additional Touch Points Needed	Comparative analysis session (Life before and after)	Early meeting to validate the "insights" found are impactful and validate continued POC	Training session focusing on specific use-cases for comparison

Connect with Industry Experts

Analysts can be great resources for creating a short list and giving input into your technology strategy. Below is a list of the analysts that focus their research on this

market and work with hundreds of clients. If you have a subscription to any of these firms, we highly recommend connecting them.

1. [James McCormick](#), Customer Insights Team & Lead on Digital Intelligence Ecosystem, Forrester
2. [Cinny Little](#), Customer Insights Team & Expert on Data Culture, Forrester
3. [Jeff Lash](#), Lead for B2B Product Management Research & Advisory, Forrester | SiriusDecisions
4. [Melissa Davis](#), Leads research for Web & Product Analytics market, Gartner
5. [Jason Wong](#), Application development and multi-experience management research, assists on Web & Product Analytics, Gartner
6. [Aapo Markkanen](#), Tech Product Management Group, Gartner
7. [Cliff Gilley](#), Tech Product Management Group, Gartner
8. [Joseph Enever](#), Marketing & Analytics Team, Gartner
9. [Mark Thomason](#), Usage Intelligence and Monetization Ecosystem, IDC

TOOL: Your [Buyer's Deck](#) has a bundle of slides for you and your vendor to **plan out a POC in detail**. It has helped us run through hundreds of successful POCs. You can also use your **workbook's RFP template to score vendors** based on how well they meet your requirements.

Key takeaways:

- ▶ Use your RFP template to collect requirements and score vendors. When in doubt, consult an industry expert like Forrester, Gartner, or IDC.
- ▶ Pick the right process for you, set appropriate expectations, and allocate the right resources
- ▶ When possible, lean on custom demos, materials, and customer references while starting with a focused use cases to avoid complex, risky proof of concepts

Step 6. Activate and Implement

You've come a long way! We'll keep this section brief. This is not a phase to go it alone. Your account team should lead you through this process and take a bulk of the work off your plate.

Our team has completed hundreds of activations, and we've created activation resources along the way to keep the process clear and easy to follow, with a focus on delivering near-term value. There are two phases in the customer journey now that you have selected your vendor – Activation and Ongoing Success.

Activation

Now you must **activate** your new solution. This is a critical phase that establishes alignment on your priority use cases and ensures you have the **right data from the right places** to surface those insights

These are the three main stages with the **Activation** phase:

- ▶ **Stage I (Align):** Align on the team we want to enable and two or three high-priority use cases.
- ▶ **Stage II (Instrumentation):** First, a reminder that a small number of events can be really effective to start. Work with your vendor to construct and define your taxonomy and ensure that the data you send can help you with your activation use cases. The goal is to get your product intelligence solution up and running with live production data.
- ▶ **Stage III (Go live):** Co-build initial charts for your use cases, and share resources to ensure early users have the right access to Amplitude and relevant training.

Ongoing Success

Now the focus shifts to an ongoing relationship focused on driving towards outcomes and continuous adoption of your new analytics solution, supported by a consultative approach and on demand resources.

- Adoption of best practices
- Business reviews to assess progress
- Ongoing taxonomy guidance
- Co-innovation on new use cases and new capabilities

Prior to selecting your vendor, it's important to have a solid grasp of these two phases. Activation and customer success will be critical to your short and long term success.

- What customer success and support is available, and is there an additional cost?
- Who will my main point of contact be – and do I have a dedicated customer success manager?
- What on-demand resources and documentation are available? What is the company's strategy to expand these resources?
- Does your team offer services? Are services included in my contract?
- Are there partners and external experts trained on the solution for additional support?

Success and Services are included in your [RFP template](#) as an entire category.

TOOL: During activation, we'll share an [Activation Workbook](#) with you that contains the Activation Plan Checklist and several other resources to guide the process.

Summary

Investments in new technology always come with an extensive research, evaluation, and buying process. But Product Intelligence is one solution that's well worth the time and effort required.

Follow the process we've outlined above and you'll be better informed to choose the right Product Intelligence solution to help your organization better understand customers, ship and scale the right product experiences, and drive measurable business outcomes.

Interested in Amplitude?

Many of the resources you now have are the same materials our team of experts – from account executives to solution consultants and customer success managers – have used to help hundreds of the most notable digital brands adopt product intelligence. We'd be more than happy to walk through any of these assets with you as you start your journey. You're welcome to [explore Amplitude](#) or watch an [on-demand demo](#) at any time.

Thank you for spending this time with us and we hope you found this guide valuable. Feel [free to submit feedback](#) to our team.

| contact@amplitude.com

| [@Amplitude_HQ](#)

| www.amplitude.com

