

Amplitude Comparison

Updated September 2025

Why choose Optimizely?

Best-in-class experimentation

Optimizely unifies testing and analytics in one platform. Amplitude bolts experimentation onto its analytics core.

Domain expertise + AI

Optimizely has decades of testing expertise—now with AI agents to automate test creation and insights. Amplitude is still catching up.

Purpose-built for collaboration

Optimizely supports marketers, devs, and product teams with tailored UX and governance. Amplitude skews product-heavy.

See business results, fast

Experience real business impact:

+30%

More value delivered

+\$491K

Increased profit from data-driven insight

+79%

More experiments with AI

"[Optimizely] helps shorten the time spent on learning and decision-making...It helps us shift our focus to where it should be and make decisions with more intentionality."

Senior director of product analytics, automotive

	Optimizely	Amplitude
Setup & deployment	✓	⬜
Instrumentation & event tracking	✓	✓
Data warehouse architecture	✓	⬜
No-code experimentation	✓	✓
Personalization	✓	⬜
Experimentation techniques	✓	✓
Audience targeting & segmentation	✓	✓
Advanced experimentation techniques	⬜	⬜
Advanced statistical methods	⬜	⬜
Experiment results & analysis	✓	✓
Feature flag management	⬜	✓
Behavioral & exploratory analytics	✓	✓
Journey & drilldown analysis	✓	✓
Performance optimization	✓	⬜
Dashboarding & visualization	✓	✓
Experience analytics	⬜	✓
AI-powered experimentation	✓	⬜
AI-powered analytics	✓	⬜
Model context protocol (MCP) support	⬜	⬜
Metric management & governance	✓	✓
Experiment design & collaboration	✓	⬜

	Optimizely	Amplitude
Tech debt mgmt	5.00	3.00
Experiment design	5.00	3.00
Data platform	5.00	3.00
Roadmap	5.00	3.00

Source: The Forrester Wave: Feature Experimentation & Management, Q3 2024