



## **Run Better Campaigns With Mobile Insights**

The powerful feedback loop between Amplitude and Leanplum enables teams to analyze user behavior in order to run more effective engagement campaigns.

## **Mobile Engagement Signals**

With Leanplum, run targeted campaigns to different user personas across all mobile marketing channels: push notifications, email, in-app messages, app inbox, and the in-app experience... Then, tap into Amplitude's deep analytics to surface actionable audience insights and increase the impact of campaign re-runs.

### **With Leanplum and Amplitude you can:**

- Compare the usage patterns & KPI impact of users who received different campaign variants
- Make adjustments to your strategy based on a deep understanding of user behavior
- Identify “look-alike” personas to uncover more users who will respond to a campaign

## **Behavior-Driven Audience Targeting**

Leverage Amplitude to analyze trends in user behavior and triggers that lead to the desired outcome. Using these insights, create behavioral cohorts to be targeted by Leanplum campaigns in order to improve KPIs.

### **With Leanplum and Amplitude you can:**

- Identify common behaviors and traits among user segments
- Create “behavioral cohorts” for improved reach & targeting
- Immediately understand the effect of campaigns on critical metrics around adoption, engagement conversion, retention, and LTV

## Personalized Product Experiences

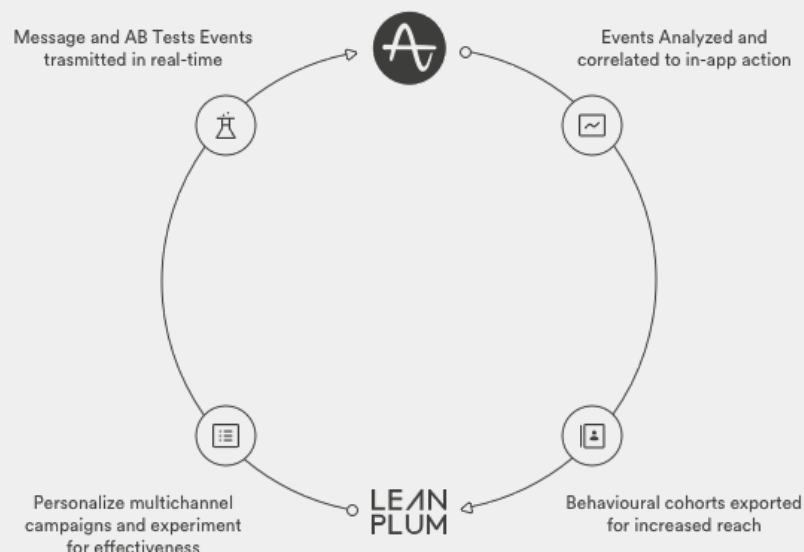
Speed up product improvements and move beyond a one-size-fits-all model. Test your new product features before they are released to everyone and personalize experiences for different groups of users.

### With Leanplum and Amplitude you can:

- A/B test product features and determine which variants drive desired user behaviors
- Customize the in-app experience based on user- & account-level behavioral patterns
- Align your in-app experience with your messaging campaigns to drive end-to-end growth.

## How It Works

Leanplum and Amplitude integrate seamlessly with each other. With bi-directional data transmission between the two platforms, growth and marketing teams are able to run more tailored, behavior-driven campaigns. Leanplum's data from mobile campaigns and A/B tests gets automatically exported into Amplitude for advanced behavioral analyses that predict correlation to critical actions later in the user journey. Look-alike audiences are then exported back into Leanplum to increase the reach and effectiveness of campaigns.



To learn more about Leanplum,  
visit [www.leanplum.com](http://www.leanplum.com)

To learn more about Amplitude,  
visit [www.amplitude.com](http://www.amplitude.com)