

Data Mutability

Automatically sync updates to keep your data in lockstep with your warehouse, and ensure your insights are always accurate and actionable.



In the fast-paced digital world, data is the key to unlocking your company's full potential. But keeping up with the ever-growing volume and complexity of information can be a major challenge.

Traditional data management methods tend to be slow, costly, and error-prone, leaving you with outdated insights and missed opportunities.

Amplitude's Data Mutability for Snowflake and Databricks takes the pain out of data management. It acts as a bridge, constantly synchronizing your warehouse with Amplitude and automatically capturing any changes to your data directly in Amplitude.

With Data Mutability, you no longer need to wait for manual updates. You no longer need to worry about data discrepancies. You can just take advantage of trusted, real-time insights to propel your business forward.

Get more value from your data with Data Mutability.

- Keep your data in perfect harmony with your data warehouse in just two clicks.
- Eliminate data drift and ensure your insights are always aligned with the single source of truth—your data warehouse.
- Say goodbye to stale data and confidently make decisions that drive real results.

Data that's always in sync with Snowflake and Databricks

With Data Mutability, you can say goodbye to stale data and outdated insights. You can make informed decisions with confidence, knowing that you're working with the latest information. And, you can identify trends, spot anomalies, and respond to market changes quickly and effectively with data-driven insights.

Key benefits



Eliminate data drift

Ensure your product analytics are always in sync with your data warehouse, for the most accurate and up-to-date insights.



Drive better decision-making

Respond to market trends and customer behavior with the right insights, so you can make informed decisions in real-time.



Deliver better digital experiences

Tailor your offerings and marketing campaigns based on the latest user behavior data to create more engaging and relevant customer experiences.

PERFORMANCE-DRIVEN TEAMS CHOOSE AMPLITUDE



How it works

Data Mutability continuously monitors your Snowflake or Databricks data warehouse for any modifications. When it detects a change, it automatically updates the corresponding data within the Amplitude platform. This seamless process is transparent and requires no manual intervention-so you can focus less on process and more on propelling your business forward.

Why Amplitude Data Mutability

Seamless Integration: Easily connect Amplitude to your Snowflake or Databricks warehouse.

Always Up-to-Date-Data: Changes in your warehouse are reflected in Amplitude, ensuring your insights are always up to date.

Granular Control: Choose which data you want to sync and how often, giving you flexibility and control over how you manage your data.

Self-Service Setup: Get started quickly and easily without extensive technical expertise, thanks to our intuitive interface.

About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. Over 2,700 customers, including Atlassian, NBCUniversal, Under Armour, Shopify, and Jersey Mike's, rely on Amplitude to gain self-service visibility into the entire customer journey. Amplitude guides companies every step of the way as they capture data they can trust, uncover clear insights about customer behavior, and take faster action. When teams understand how people are using their products, they can deliver better product experiences that drive growth. Amplitude is the best-in-class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories in G2's Winter 2024 Report. Learn how to optimize your digital products and business at amplitude.com.

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