Amplitude

The 2026 AI Playbook

Predictions + Checklist

IN THIS GUIDE

Leaders who move now win tomorrow

The rise of AI isn't coming—it's already here. While the internet steadily permeated society, AI rocketed into our lives, transforming how we think, work, and connect at record speed.

November 2025 marks just three years since the public launch of OpenAI's ChatGPT unleashed generative AI to the masses, and it only took two years to hit 365B annual searches. For comparison, Google took 11 years to hit the same volume!

Mary Meeker's recently published (and highly anticipated) 2025 AI trends report used the word "unprecedented" a whopping 64 times. This is a word that the renowned venture capitalist and tech industry titan—who's lived through her share of transformation—doesn't just throw around. Nonetheless, no other word adequately describes the technological tipping point we're witnessing.

As business leaders, we can watch history unfold or play a role in its making.

We're all looking to AI to help us work faster, smarter, and more strategically. Most of us are asking ourselves how we can use AI to enhance how we build products, market to customers, and accelerate innovation. But the most forward-thinking leaders are pushing further. They realize AI's true power lies not just in doing more of the same things faster but in imagining entirely new products, marketing paradigms, and ways of engaging.

So, how can you take advantage of the AI transformation to propel your company forward?

You're here—and that's a great place to start. Built on deep research and insights from AI practitioners and analysts at the forefront of innovation, these predictions cut through the noise to help you focus on what will actually move the needle when it comes to building and delivering digital experiences in the years ahead. This playbook distills the six most critical AI shifts reshaping how executives build, market, and scale digital products. From generative personalization to synthetic testing and marketing to AI, this guide blends future-forward predictions with tactical tips to help you lead with a clear vision.

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AI: A moving target you can't afford to miss

When the bar constantly moves, the only way to succeed is to keep your eyes on the horizon and foot on the pedal. Use the predictions we discuss here to help you invent possibilities and prioritize your focus.

> We haven't even scratched the surface of the behavior change that building in an agent-native way will bring about. Everything we've done for the last two years since ChatGPT came out is still kind of the same behavior that we've done before. So, there's a lot of behavior change coming.
>
> **MATAN GRINBERG**
> CEO and Founder at Factory

> To say the world is changing at unprecedented rates is an understatement … For some, the evolution of AI will create a race to the bottom; for others, it will create a race to the top.
>
> **MARY MEEKER**
> General Partner at BOND

> Last year's model is a commodity … and velocity in product execution matters more than ever. In this period, when the technology underneath us and the landscape of competition is changing so quickly, it's dangerous to have a set strategy versus look at the data, execute really quickly, and keep listening to your users.
>
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Prediction 1: AI will become the dominant interface for digital experiences

AI is dramatically changing how consumers interact with brands across every touchpoint—physical and digital.

Although much of AI's impact on the consumer experience has been behind the scenes (i.e., making existing experiences and digital products more connected, personalized, and seamless), AI is starting to fundamentally alter the engagement mechanisms themselves.

In product design, we're seeing this in the shift from features to agents. Instead of designing and creating distinct product features that users engage with, AI-powered interfaces or agents will become the mechanism by which users interact with your product. The products themselves will evolve from tasks to outcomes. Instead of navigating between pages and processes, users will execute increasingly complex tasks and workflows using simple prompts, not clicks.

When imagining these interfaces, don't limit your thinking. "I think the opposite of 'It's just a chatbox' will end up being true," says tech investor Sarah Guo. "It's not just text reasoning, but the ability to create and understand what's happening in voice, video, and images. I think the combined understanding of these different modalities will be really powerful."

"New users will start from zero with an AI-native environment. They won't be encumbered with the obsolescence of traditional Google search or sitting at a terminal. The machine will meet them in their native language, verbally."

MARY MEEKER
Trends - Artificial Intelligence, BOND

The idea of AI as the dominant (if not default) digital experience interface goes hand in hand with the concept of self-improving products. Historically, product development was a mostly linear and step-by-step process. However, with the rise of generative AI, products are evolving to be more flexible and responsive. AI tools can now process user interactions in real time, creating new features, interface components, or user flows as needed. This shift supports the broader movement toward adaptive user interfaces.

Forget basic notifications, content feeds, and static UIs. Think responsive, generative agents; products that offer shortcuts for what users are trying to do next; that move their frequently used navigation items to a more accessible place, and do it differently for each user. AI doesn't just make products better, it evolves the relationship users have with products, moving most of the traditional workflow into the background. To do this, technology and product leaders must lead the integration of real-time data pipelines and AI model orchestration.

Marketers also have the opportunity to reimagine how they engage with audiences. Soon, users won't just consume marketing content and messaging; they'll co-create it with AI assistants. The integration of AI into consumer devices enhances user experiences through intelligent, personalized digital tools. Driven by advancements in chip technology and efficient large language models (LLMs), this transformation enables on-device AI that collaborates with users to co-create content and experiences.

However, we anticipate that there will be bounds. Designed product workflows and distinct brand value propositions hold real power. UX designers and marketers have spent years refining them for a reason. Should brands create a unique product and value proposition for every single person out there? We don't think so. Doing so risks losing sight of your product's purpose and brand identity. But should you adapt how you talk about your brand and how users experience your product's value based on their unique needs and preferences? Definitely—and that leads us to our second prediction.

Prediction 2: Personalization will shift from rules-based to generative

Personalization isn't anything new. We're all trying to do it in a way that speaks to users' unique needs, brings value, and doesn't creep them out in the process.

Personalization has traditionally been rules-based, using predefined if-then logic and manual segmentation to create specific rules about how we serve content, recommendations, or experiences to users. Mostly, these rules have been manually configured and segment-driven, grouping users into broad categories based on similar characteristics, attributes, and, to some extent, behaviors.

Generative AI takes basic behavioral personalization to the next level. It can automatically learn from user behavior and context, then constantly adjust without human intervention—blowing static, rules-based systems out of the water. Its dynamic nature ensures products and experiences stay relevant and engaging throughout the customer's journey.

Agents are perfect for teams focused on improving personalization. They analyze your company data and can take action to run experiments, separate your audience into new cohorts, suggest copy for guides, etc. They mirror the way your team already does personalization work, only faster and at almost infinite scale.

> "Your goal shouldn't be to embrace the end state of user-level customization. It should be to accelerate the iterative loop of creating new cohorts and building product experiences for more targeted groups of users."

JAMES EVANS
Head of AI Products at Amplitude

For product builders, generative personalization is the how of self-improving products. Marketers, meanwhile, can use generative AI to create more personalized, self-optimizing campaigns. Using real-time data, AI will dynamically adjust marketing messages, creative, and delivery channel based on the context and the individual, enhancing customer engagement and conversion rates.

Technology leaders play a critical role in enabling scalable personalization through model management, feedback loops, and privacy-safe infrastructure. Since generative AI personalizes at the interaction level, it requires seamless back-end systems that manage and serve contextual relevance at scale.

Again, there will be limits to how granular and personalized brands will want to get. Keep three things in mind:

1. **The law of diminishing returns.** You don't want to dice your audience so small that personalization stops bringing real value.

2. **You can't (and shouldn't) try to be everything to everyone.** As we already mentioned, you don't want millions of variations of your messaging. Don't risk losing sight of what your brand really stands for.

3. **Don't get too personal.** Generative AI enables you to deliver customized experiences that add more value. But don't overdo it. Too much personalization can have a surveillance feel that can unnerve even the most loyal users.

Prediction 3: Data quality will define competitive advantage

AI doesn't work without good data. It's the lifeblood of AI's magic. Organizations that win with AI are using unified, high-quality data to unlock opportunities.

Flashback to 2022: Every leader was eager to adopt AI in some way, shape, or form. However, many quickly realized their data quality and governance were a mess. So before they could do anything meaningful with AI, they had to invest in getting their data estate right.

Sadly, many teams lost out to competitors that had well-governed data. That head start proved data quality was a significant competitive advantage. Even now, "41% of organizations struggle with inaccurate or inconsistent data—highlighting the urgent need for strategic focus and investment in data governance and infrastructure."

As AI adoption accelerates, data quality's competitive advantage will only increase. Technology leaders are critical in modernizing data architecture to ensure accuracy, governance, and real-time availability. Beyond data cleanliness and governance, enabling unified insights across the company, particularly across product and marketing functions, will be a major advantage. Companies with integrated product and marketing data loops will outperform those without.

According to a 2025 Harvard Business Review Analytics Services report, "the right data governance strategies can make data more accessible, accurate, and actionable across an organization, but not if data exists in silos." Organizations that effectively integrate and manage their data can derive actionable insights, leading to better decisions and improved performance.

AI may even be able to help with these efforts. Modern digital analytics solutions already provide automation and AI-powered capabilities to make data governance easier and more intelligent—but with humans in the loop. For example, automated systems and AI-driven workflows can enforce real-time data policies, detect and respond to anomalies, and provide comprehensive audit trails. AI can also provide intelligent recommendations and automation, combining event prioritization and categorization to aggregate a list of suggestions you can make to improve your data quality. This reduces the burden on humans and ensures that data governance practices are consistently applied, scaled, and adapted to the organization's evolving needs.

Prediction 4: Successful teams will market directly to AI

Today's marketers use AI as a tool to reach audiences more effectively, but in the future, AI will **be** the audience.

For decades, the world has worked in a search economy. When consumers needed information, they'd search for it online. The searches rendered terms and pages for users to click accordingly. That old world was dominated by SEO, SEM, and paid ads.

However, with AI, we're entering the answer economy. Today's consumers increasingly don't search—they go to LLMs to get answers. Research from [Capgemini](#) found that 58% of consumers have replaced traditional search engines with GenAI tools for product/service recommendations, and 71% want GenAI integrated into their shopping experiences. As a result, LLMs are emerging as their own entities that brands need to market to, which will fundamentally change the way companies build websites, content, and products.

This new paradigm makes unique first-party content more important than ever. CMOs will need to market to AI, ensuring their teams intentionally feed accurate, relevant content into LLMs. If you don't disseminate information about your products and brands, your competitors will, and it won't always be positive or trustworthy.

Marketers will also need to master LLM-friendly web design. The days of guessing how Google's algorithm updates will affect your SEO and SEM strategy will become a thing of the past. Instead, success will hinge on your ability to design content and experiences that AI understands, ranks, and recommends in real time. The clearer the structure, context, and intent, the better. As such, websites will likely become less about the overall consumer experience and more of a place to house fragments of useful information about your product or service.

According to a recent Harvard Business Review article, "LLMs are looking beyond keywords, focusing on concepts and relationships which create new ways to build brand awareness for LLMs. Brands should create content that explains not just what the product is, but how it relates to broader contexts, use cases, and user needs."

We predict that in the future, users will skip straight from an LLM to registering for your digital product or completing their retail checkout process without even visiting your webpage. As consumers bypass your website and go straight to your product, we will see new marketing strategies and partnerships emerge to accommodate that journey.

How can you ensure yours is the product LLMs recommend and surface?

1. **Understand your "Share of Model"**. This metric is derived using data related to your brand's mention rate, the link between human brand awareness and LLM brand awareness, and brand category/sentiment.

2. **Strategize your LLM-targeted content**. Industry thought leaders emphasize that LLMs aren't one-size-fits-all, recommending that marketers craft content optimized for the unique processing styles of each LLM while applying consistent principles like solution-focused messaging across all models.

3. **Capitalize on the first-mover advantage in an emerging business model**. AI ecosystems will monetize through preferred data partnerships, premium content feeds, and branded integrations—similar to how Google monetized search rankings. We expect to see direct data licensing between brands and LLM providers, the emergence of AI-specific content platforms, and more.

Prediction 5: AI will drive strategic planning and organizational resource allocation

AI unlocks massive amounts of human productivity and time. Interestingly, it's not always in massive, game-changing ways; small incremental use cases drive huge impact. AI is helping individual employees write better, find information faster, and speed up processes.

Are these things increasing revenue by 20% overnight? No. Are the aggregate time savings and productivity gains leading to major cost savings? Yes. Some industry experts even refer to a company's ability to quantify the percentage of work automated and hours saved using AI as the "latest CEO flex."

However, AI's opportunity extends beyond these smaller, lower-stakes tasks, opening doors for leaders to improve strategic planning and resource allocation activities. According to SS&C Blue Prism, 65% of organizations are currently implementing or planning to implement AI in mission-critical processes.

A key AI opportunity for product leaders is in the roadmap planning process. AI can automate complex data analysis, model potential scenarios, and evaluate risks associated with feature development. It can turn enormous volumes of data into reliably accurate predictions.

AI can analyze market trends, customer feedback, and competitive intelligence at scale to highlight emerging needs.

It can then prioritize features based on predicted customer impact, revenue potential, and market fit. This will enable product managers to spend less time on analysis and more time thinking deeply about product strategy and innovating game-changing solutions.

Similarly, the best marketing leaders will use AI-generated forecasts and campaign models to improve agility and boost ROI. For example, AI can identify the best times, channels, and audiences for campaigns, enabling you to reach and engage customers better. AI-driven scenario models can simulate how different campaign strategies may perform, helping you choose the highest ROI approach before spending a single dollar. This improves speed and outcomes while empowering marketing teams to solve harder problems.

Technology leaders play a key role in enabling these AI capabilities within their organizations. Given AI's emerging role in planning, CTOs must find ways to enable cross-functional alignment.

CTOs will also benefit from AI's ability to dynamically optimize infrastructure, investment, and technology resources. For example, AI can analyze real-time usage patterns and forecast demand spikes to scale cloud resources, storage, and compute power automatically. This will help CTOs balance cost and performance while avoiding unnecessary infrastructure spend.

Human judgment in the loop

Despite agentic AI's ability to make decisions and take actions independently, AI experts agree there should still be "judgment in the loop" regarding high-impact planning and resourcing. For example, decisions related to hiring and firing have real human and legal consequences, and we don't believe leaders should allocate judgment to AI.

Experts also agree that AI is far from replacing humans' jobs. "In my experience, looking at our portfolio companies of 20+ core companies, exactly one of them has a value prop around labor reduction," shares Sarah Guo. "The rest are about capacity expansion. Some people in the research world are so excited about full automation and often think that copilots are yesterday's news. But we're not even one percent of the way into copilots for every other type of role and user in the world beyond code."

However, don't mistake the concept of humans in the loop as an excuse to slow things down or hinder AI adoption in your organization. Glean co-founder and AI innovator Tony Gentilcore says they don't currently do anything at Glean that goes fully autonomous with a one-way action. "I firmly believe right now that

everything is human in the loop," he explains. "But if you're not using AI to create the first version of your pull request, you're doing it wrong. You're too slow."

Leaders can and should delegate high-impact tasks to AI, but they should have humans evaluate the results. "As you get into IT automation, HR, etc., there are a lot of nuances that are really hard for AI to capture," explains OpenAI product leader Dmitry Pimenov. "So SMEs need to directly contribute to evals and grading."

> **"All of you have heard a lot about [AI] job displacement. Every job will be affected. Some jobs will be lost, some jobs will be created, but every job will be affected. And immediately it is unquestionable, you're not going to lose a job—your job to an AI, but you're going to lose your job to somebody who uses AI."**
>
> **MARY MEEKER**
> Trends - Artificial Intelligence, BOND

Prediction 6: Synthetic users and testing will accelerate innovation

In the build-measure-learn development loop, the most significant slowdowns are in the build and measure loops. Product and digital experience builders are bottlenecked by the time it takes to create new experience variants and collect data on how people use them. However, AI-powered user simulation can enable you to shorten the time for both of those processes.

User simulation involves using AI-powered agents that act as synthetic users. These synthetic users replicate human interactions so researchers and product builders can study and model user behavior, produce artificial data for training purposes, and assess interactive systems within a controlled environment. Instead of direct representations of real people, synthetic users or personas mimic behaviors and patterns in your customer data.

71% of market researchers surveyed predict that the "majority of market research" will use synthetic responses by 2027. Additionally, a recent study found that "generative agents replicate participants' responses … 85% as accurately as participants replicate their own answers two weeks later."

The interactive nature of this synthetic testing approach presents a massive opportunity for both product and marketing leaders. Product teams can test new features at a previously unimaginable speed and scale. You can even get specific responses and feedback from synthetic users that accurately represent human thoughts and feelings.

Similarly, marketing teams can use AI-generated audiences and synthetic creative inputs to conduct A/B testing and accelerate market research. You can rapidly test and validate your marketing strategies and creative content without needing real user data, accelerating the innovation cycle.

However, synthetic users and testing data should complement and improve insights from real customer feedback, not eliminate humans from the equation altogether. Qualitative customer insights and human-to-human conversations will continue to have a place; you just won't need to speak to as many people, and it won't take as long. Instead of paying a team of researchers to spend twenty hours speaking to twenty different customers and then having them synthesize insights from that data, an avatar will be able to talk to all those users.

Incorporating user simulation into your development processes will require a close partnership between your technology, product, and marketing leaders. CTOs will play a critical role in building and maintaining scalable simulation environments. These environments will require safe, reproducible frameworks and governance to avoid bias, prevent misuse, and ensure safety, ethical use, scientific integrity, accountability, and traceability.

2026 checklist: Are you ready?

Depending on your AI maturity, tackling these predictions may feel daunting. Here are some tactical questions to consider for each role to help focus your AI transformation efforts.

AI strategy

PRODUCT	MARKETING	TECHNOLOGY/DATA	STATUS
Have we really strategized about how we can use AI to reimagine entirely new ways of working? (Rather than just sprinkling AI into our existing processes)			☐ Yes/ In progress ☐ Starting ☐ Not started
Do we have a shared AI vision and roadmap across product, marketing, and technology?			☐ Yes/ In progress ☐ Starting ☐ Not started
Are AI initiatives directly tied to business outcomes?			☐ Yes/ In progress ☐ Starting ☐ Not started
Are we collaborating across functions to ensure AI is embedded in product and marketing strategy, not siloed in IT?			☐ Yes/ In progress ☐ Starting ☐ Not started

Data infrastructure

PRODUCT	MARKETING	TECHNOLOGY/DATA	STATUS
Are we using unified analytics and event tracking?	Do we have behavioral data in our marketing stack?	Are we investing in the right AI infrastructure (cloud, data lakes, vector databases, MLOps, LLMOps) to support scale?	☐ Yes/ In progress ☐ Starting ☐ Not started
Is our data infrastructure designed to provide high-quality, real-time product usage and customer feedback data?	Do we have clean, connected, and real-time customer data pipelines?	Is our data architecture flexible enough to adapt to new AI models and tools as they evolve?	☐ Yes/ In progress ☐ Starting ☐ Not started
Do we have clean, accessible, real-time data that AI models can use across the customer journey?			☐ Yes/ In progress ☐ Starting ☐ Not started
Do we have a unified customer data strategy powering both product experiences and marketing personalization?			☐ Yes/ In progress ☐ Starting ☐ Not started

Ethics & governance

PRODUCT	MARKETING	TECHNOLOGY/DATA	STATUS
Are we proactively identifying bias in our training data, user feedback loops, and product usage patterns?	Are we ensuring our AI-powered personalization is inclusive and not reinforcing bias in who sees our content or offers?	Have we established clear AI governance frameworks, including bias detection, transparency, and accountability?	☐ Yes/ In progress ☐ Starting ☐ Not started
Have we considered how our AI-powered features will impact different user segments, especially underrepresented or vulnerable groups?	Is the data we're using to train AI models representative of the full diversity of our customer base and potential markets?	Are we managing data privacy, model explainability, and compliance (GDPR, CCPA, etc.) in every AI initiative?	☐ Yes/ In progress ☐ Starting ☐ Not started
Have we built user controls that allow people to understand, challenge, or opt out of AI-generated recommendations where appropriate?	Are our generative AI tools being trained on diverse datasets that reflect the values and identities of our audience?	Do we have a cross-functional AI Ethics Council or working group including product, marketing, tech, and legal?	☐ Yes/ In progress ☐ Starting ☐ Not started
Can we explain to our users (and regulators) how AI-driven decisions in our product are made?	Do customers have control over how their data is used to influence marketing and personalization algorithms?	Do we regularly audit our models and AI-powered experiences for bias, fairness, and unintended consequences?	☐ Yes/ In progress ☐ Starting ☐ Not started
Are we sharing AI success stories and use cases across the org?			☐ Yes/ In progress ☐ Starting ☐ Not started

Experimentation

PRODUCT	MARKETING	TECHNOLOGY/DATA	STATUS
Are we using AI to expand the scope and speed of our experimentation beyond what human teams can test manually?	Are we designing AI-driven content experiments to test not only creative variations but also entirely new messaging strategies or formats?	Do we have a rapid experimentation framework in place to test AI-powered features, campaigns, and workflows?	☐ Yes/ In progress ☐ Starting ☐ Not started
Are we using AI-driven user simulation to predict how real users will interact with new features?	Are we designing AI-driven content experiments to test not only creative variations but also entirely new messaging strategies or formats?	Do we have the tooling to quickly deploy, monitor, and iterate on AI-driven experiences?	☐ Yes/ In progress ☐ Starting ☐ Not started
Are we empowering all teams to run safe, automated experiments without waiting on centralized AI or data science teams?			☐ Yes/ In progress ☐ Starting ☐ Not started
Are we validating that our AI-generated test scenarios and user simulations reflect our actual users and markets?			☐ Yes/ In progress ☐ Starting ☐ Not started

Adapt, lead, and keep moving forward

These six predictions are about the future, but when it comes to AI, the future is now. Some of these predictions could be full-fledged realities in the time it takes to research, write, and design this playbook!

While predicting the future is always uncertain, we know two things for sure.

First, leaders must embrace AI, including these trends, to succeed.

Second, AI transformation can't happen in a vacuum. Successful evolution and ROI will require strong alignment across leadership levels to ensure AI investments fit the overall strategy. We live in the digital experience era, and product and marketing functions continue to converge. Collaboration and alignment are more critical than ever.

CPOs and CMOs should co-own the AI roadmap, prioritizing investments that bring value, enhance customer experiences, and capitalize on new and emerging opportunities. CTOs, in many cases alongside Chief AI Officers (CAIOs), must enable continual evolution and shepherd other functions toward next-gen capabilities and ways of working. Together, these leaders can build a culture of innovation fueled by AI-powered experimentation, iteration, and data-driven trust.

For a deeper exploration of Amplitude insights, we recommend the following resources:

Moving Up the Digital Experience Maturity Curve

Delivering engaging digital experiences is a competitive advantage. This Harvard Business Review Report reveals how top organizations are advancing digital experience maturity by aligning strategy, operations, culture, and technology.

READ THE HBR REPORT →

Unlock the value of AI in digital experiences

AI is transforming the speed and precision of business decisions. This page explores how Amplitude's AI capabilities empower teams to refine digital experiences by automating insights, accelerating product innovation, and unlocking predictive intelligence.

VISIT PAGE →

Need AI advice? Let's talk? →

About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. Over 4,300 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 by G2. Learn how to optimize your digital products and business at amplitude.com.

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