

Amplitude Uses AI to Streamline Recruiting and Unlock Hidden Talent



A Digital Analytics Platform for AI-Native Companies

Amplitude is a leading digital analytics platform developer. Over 4,700 organizations—including nearly one-third of Fortune 100 companies such as Atlassian, Burger King, NBCUniversal, Block, Inc. (Square), and Under Armour—use the Amplitude platform to build better products and digital experiences.

Incorporated in 2012 as Sonalight, Amplitude began as a voice-to-text application that tracked how users navigated the product. To better understand user behavior, the company developed an internal analytics system that captures granular usage data. The tool proved so valuable that the firm pivoted to analytics, formally launching Amplitude in 2014. The company went public in 2021. Today, Amplitude is evolving from a traditional software as a service (SaaS) provider into an AI-native company and, in October 2025, entered into a partnership with Anthropic to integrate its digital analytics platform with the Claude AI model.

Headquartered in San Francisco, Amplitude employs approximately 800 people across North America, Europe, and Asia, and is guided by values that emphasize humility, ownership, a growth mindset, and customer focus.

Shifting Focus to Manage Surging Applications

To support double-digit revenue growth, the company is expanding headcount. The talent acquisition (TA) team now hires about 250 people a year, with some roles receiving more than 1,000 applications—“overwhelming” its 7 recruiters, according to Brett Coin, Vice President Talent Acquisition at Amplitude.

Despite a strategy centered on inbound applications and passive sourcing, previously engaged candidates were often overlooked—an approach Coin said “tarnished the brand.” Recruiters found the applicant tracking system (ATS) difficult to search and struggled to keep candidate data current.

Summary

Challenge

- Navigating significant headcount growth and high application volumes with a small TA team.
- Relying heavily on inbound and outbound recruiting channels driven by costly paid media and labor-intensive passive sourcing.
- Managing a complex, duplicative technology infrastructure with limited recruiter adoption.

Solution

- Developed a multichannel strategy using AI to accelerate inbound application review, activate ATS talent pools, and increase qualified referrals and boomerang hires.
- Leveraged AI talent platform Findem to rank and score inbound candidates, enrich ATS profiles for rediscovery, and automate personalized candidate outreach.
- Streamlined the TA tech stack to prioritize high-impact sourcing channels and improve recruiter adoption.

Results

- Increased ATS rediscovery hires from 0 to 19 in the first 5 months.
- Reduced sourcing tool spend by \$100,000 over 6 months while increasing recruiter adoption, and on track to drive a 30% productivity increase within 24 months.
- Decreased time to fill by 21% in year one, reducing the average from 57 to 45 days.

“*We were overwhelmed with applications. We weren’t sourcing from our database, but we were spending a lot of money on LinkedIn job slots only to go back and source the same people with cold outreach. That’s an endless loop that most recruiting teams do, and they don’t know how to break it.*”

Brett Coin, Vice President Talent Acquisition, Amplitude

A Multichannel Sourcing Strategy

To meet growing demand, the TA team focused on optimizing Amplitude's highest-performing channel—inbound applications, including referrals and candidates applying directly through the careers page or via LinkedIn job slots. A review of historical data showed these sources accounted for 70% of hires between 2019 and 2024. "We weren't finding them. They were coming to us, but we weren't sure we were identifying all the top talent flowing through these channels," said Coin.

Coin and his team built a multichannel strategy centered on the top of the funnel. Using source-of-hire data highlighting the strength of inbound hiring over the past five years, the strategy focused on leaning into those channels to maximize

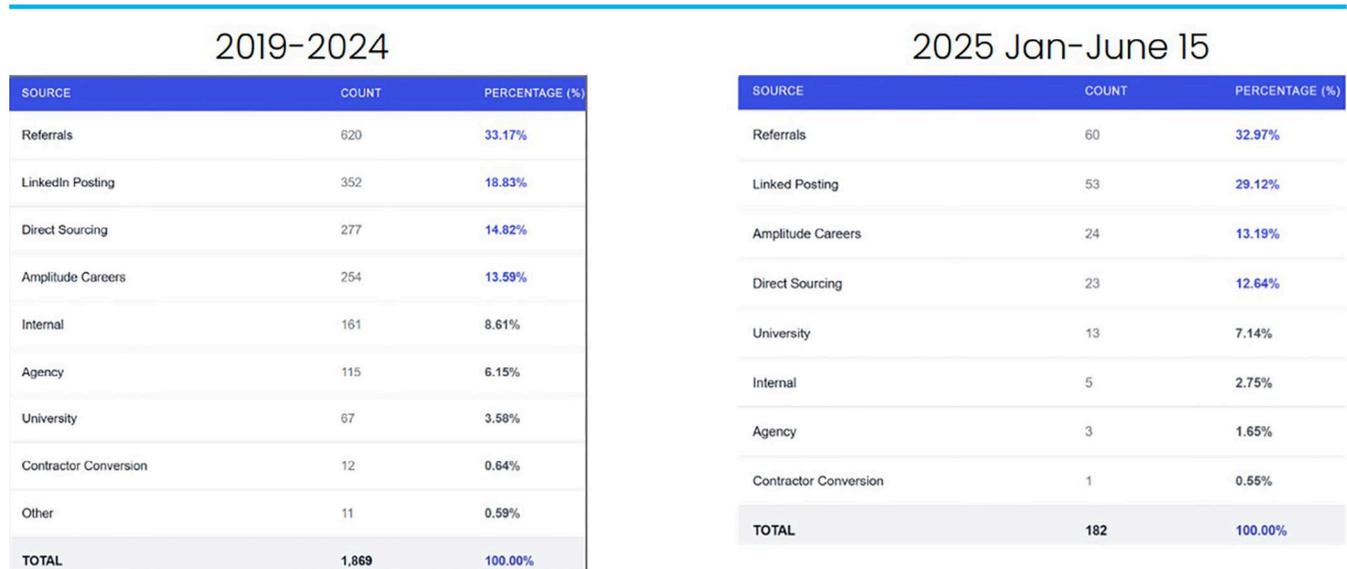
return while adding ATS rediscovery as a formal sourcing channel to reassess and reengage past applicants for open roles (see Figure 1).

"I want to optimize the channels that are already performing really well for us and not leave anything unturned, so we can minimize the outbound sourcing, which is time-consuming and costly," Coin explained. "I want my recruiters to create a great experience to convert the best candidates into hires."

Targeting the Tech Stack

Recognizing that the recruiting team was inundated with technology tools, Coin eliminated duplicative products, including two of three existing customer relationship management (CRM) systems and scheduling tools, as well as other systems focused on outbound recruiting. For example, the team had three direct-sourcing tools, which together supported only 13% of hires.

Figure 1: Hire Source Analysis



Summary

Approx **70%** of hires **come to us**
 - Referrals, Inbound Applications from our Careers Page & LinkedIn Ads

Referrals is our *highest producing channel* and we do not nurture it; **that is going to change**

We will introduce new channels (**ATS Rediscovery, Alumni, Talent Pools**)

We will build programs for internal mobility & contingent workforce as strategic channels

Source: Amplitude, 2026

“We had all these big tech contracts with lots of products that our recruiters weren’t using,” Coin said. “We started by building a strategy tied to what the data was telling us and how we wanted to work. From there, we began letting contracts expire and renegotiated contracts to get us down to a place where we had the minimum viable necessary tools in the areas of highest impact for the best cost.” The result was a nimble technology stack aligned with inbound sourcing and other elements of the strategy (see Figure 2).

Amplitude had an existing relationship with AI platform Findem that wasn’t fully utilized. Coin recognized the solution’s potential to improve and automate candidate qualification and communication, and to support a more targeted use case under the new strategy. “As an AI-first platform, it’s very different than the other tools that recruiters have used for the past 30 years,” he said.

To that end, Amplitude’s TA team divested a third-party ranking and scoring application used only for its internship program and refocused its work with Findem on ranking and scoring inbound applicants and supporting ATS rediscovery. “The part of the product that will provide the biggest short-term impact and benefit for the team was where I knew we had to focus to get widespread adoption,” explained Coin.

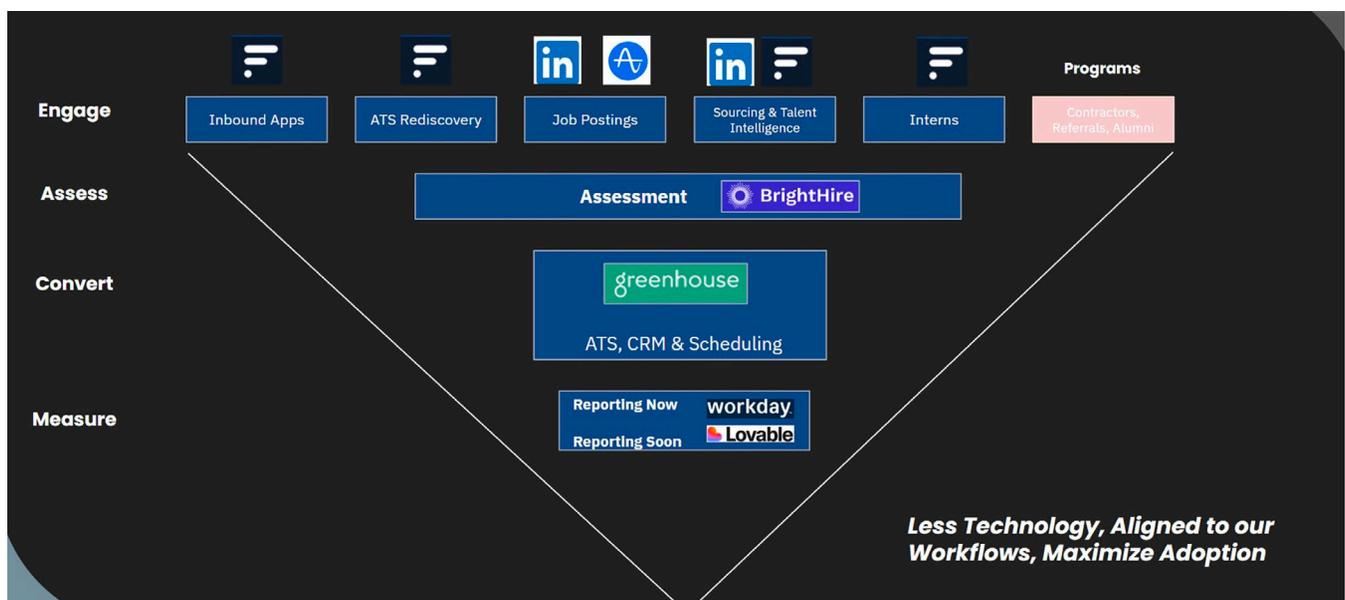
AI-Powered Inbound Candidate Screening and Ranking

AI and automation allowed recruiters to evaluate inbound candidates more quickly. Rather than manually querying the ATS and verifying resumes through LinkedIn or Google searches, recruiters used the platform’s AI capabilities, which leverage industry-specific metadata models and automatically cross-reference external sources to provide what Coin calls “3D data” on candidate attributes.

“These attributes are much broader than just simple keyword matches and include time-series data of where the candidate has been in their work experience. Rather than just showing time-bound resume stamps, it helps with much more granular criteria—has this person led a team, been promoted quickly in a short timeframe, or do they have startup experience?” Coin explained.

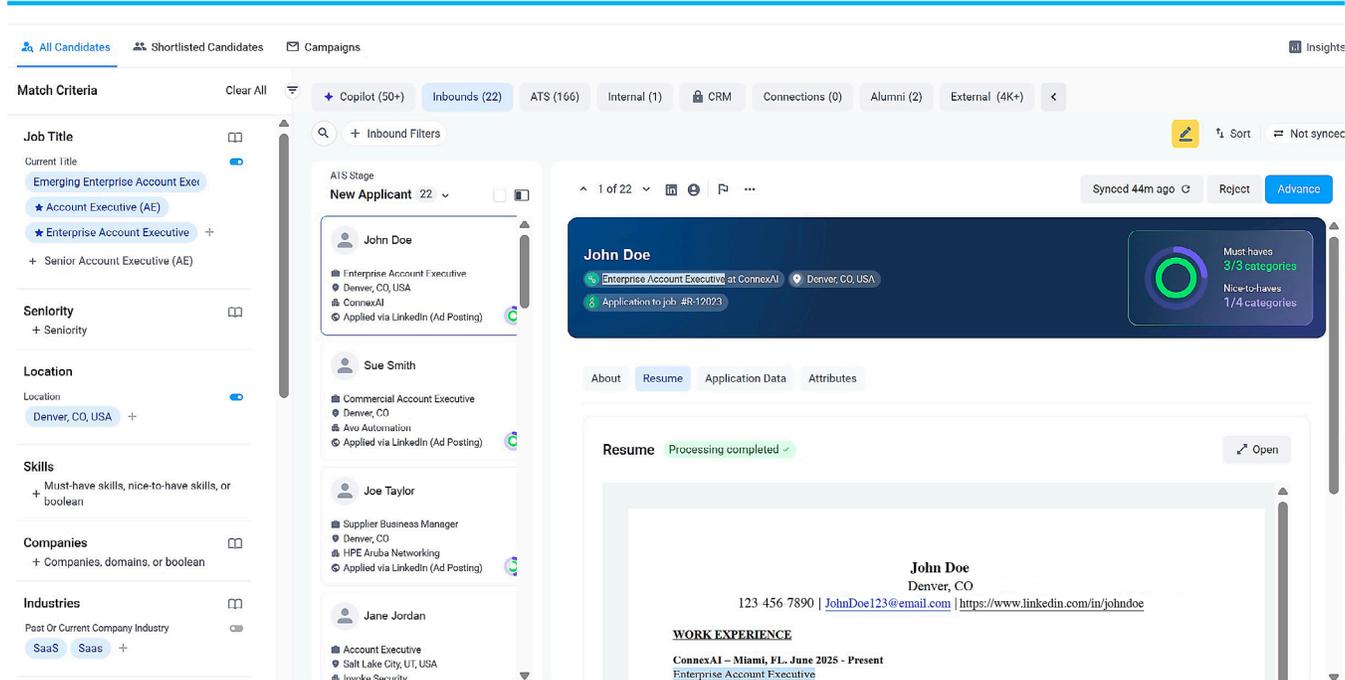
Because the platform’s data layer captures structured role-specific information—including candidate career growth, impact, and domain-specific skills and contexts—recruiters receive not just ranked candidate lists but transparent explanations of the factors driving each score. They can also refine criteria for specific roles through conversational AI (see Figure 3 on the next page).

Figure 2: Simplified TA Technology Stack



Source: Amplitude, 2026

Figure 3: Dynamic Candidate Ranking



Source: Amplitude, 2026

These capabilities streamline the identification of top candidates for screening interviews. “Going through resumes one at a time is exhausting,” Coin said. “And how many can you do a day before you’re just like, ‘I can’t do this anymore?’ Everyone’s thrilled about how quickly they’re able to identify the best candidates.”

Using AI to Tackle ATS Rediscovery

The TA team also used Findem to support its newly added ATS rediscovery channel. The platform uses expert-labeled data to generate granular insights into candidate attributes, automatically refresh prior applicants’ contact information, and detect changes in qualifications to surface strong matches for open positions.

As with inbound ranking and scoring, the platform identifies discipline-specific criteria—such as team leadership, business impact, technology expertise, and skill depth—and compares them against current job requirements. Recruiters can also see how far candidates progressed in earlier application processes and assess whether subsequent career developments, such as promotions or newly acquired skills, increase the likelihood of renewed interest.

“If a candidate just got promoted, they probably won’t be interested in joining us, but if it’s been a few years since their last promotion, it increases our chances,” Coin said.

In effect, the platform replicates what a great recruiter would do—at scale—making it possible to reassess thousands of past applicants simultaneously rather than only a select few.

“It saves you the steps of having to cross-reference and cross-check LinkedIn to see the latest information,” Coin added. “You can go really quickly and add these people to the shortlist.”

Automating Personalized Outreach

Recruiters now use the platform to automate personalized outreach—an especially important capability within ATS rediscovery, where many candidates previously received little or no follow-up after applying or completing an initial interview.

“They went into the black hole, and they got frustrated,” Coin said. “Let’s own that and be authentic. Even if it’s two or three years later, say, ‘We know who you are; sorry we missed you.’ Ask if they would consider a role now that we believe is a good fit—with a promise that we will follow up,” Coin said.

Results: AI Adoption, Rediscovered Hires, and High Response Rates

Six months into Amplitude’s new sourcing strategy, the company is “hiring people from our database for the first time,” Coin said. “That’s actually a source code that’s showing up in our hire data.” In the first 5 months alone, hires from the ATS increased from 0 to 19.

While Coin did not disclose company-specific response metrics, he noted that Amplitude’s results align with broader cross-industry research suggesting that ATS rediscovery yields a 138% higher reply rate and a 188% higher interest rate than outbound sourcing (see Figure 4).

Coin attributes Amplitude’s increase in response rates from previous candidates to the personalized messages recruiters sent. “People feel different than if you just hit them up cold,” he said. “You get a massive uplift.”

Figure 4: 2025 Sourcing Channel Performance



Source: Findem, 2025

After initial struggles to leverage AI, the TA team widely adopted the platform in the first six months. “Recruiters are using the tool because they are now seeing the benefit,” Coin said. As a result, TA is on track to meet Coin’s goal of improving per-recruiter productivity by 30% over the next two to three years of the new strategy.

Next Steps: Adaptive Assessments and Automation

Amplitude’s TA team plans to leverage additional AI tools and data streams to further refine its recruiting strategy. For example, the team will use BrightHire AI to identify trends from interviews with successful candidates and sharpen sourcing criteria. “We’ve intentionally narrowed the tech stack; now we are pragmatically growing it again where it makes most sense,” Coin explained.

The TA team is also adding new sourcing channels, including internal mobility, employee referrals, contingent workers, and an alumni reengagement program (see Figure 5 on the next page).

Although Coin said his “mission for the past 15 years was to discover how you can never have to outbound source” because of its cost, time demands, and limited impact, the TA team plans to leverage the platform’s automation and market-mapping capabilities to run multistep campaigns to automate candidate engagement through personalized messaging—rather than sending LinkedIn messages one at a time.

“We want to identify channels that are working well—and in the channels that aren’t, if we think there’s an opportunity, we’re going to put some time and attention there.”

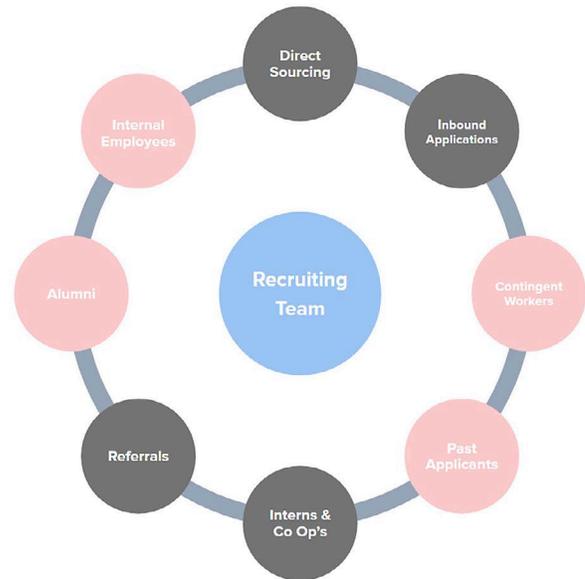
Brett Coin

Figure 5: Multichannel Talent Acquisition Strategy

Amplify Capacity with Partnerships

- Recruiting & Our partners identify and engage talent
- Each channel will have a unique strategy
- Multiple channels increases odds of healthy pipelines
- A/B test channels; over or under-invest in channels producing the highest conversions for each function and region

- Main sources of hire today; optimize and grow
- New, or underutilized sources today; invest and nurture



Source: Amplitude, 2026

Lessons Learned

Amplitude's AI-powered, refocused TA strategy strengthened its highest-performing channel—inbound applicants (including referrals)—while building new ones. Among the lessons learned that may inform efforts in other organizations:

- **Align AI tools with recruiter workflows.** Referrals are the highest-performing channel, but they appear to recruiters as inbound applicants. AI tools that quickly rank candidates with granular insight increase productivity and improve hiring outcomes.
- **Reassess assumptions about inbound talent.** Data showing a high percentage of successful inbound hires helped redirect recruiter focus and challenge conventional thinking. "A lot of managers say, 'I want the passive person who's not looking because they're the best,'" Coin said. "Do account execs care from which channel marketing got the qualified lead? An inbound candidate could have applied because they heard something great about the company, so would we not talk to them because they weren't direct sourced and passive? Of course not."
- **Let strategy define technology.** A clearly defined funnel strategy enabled Amplitude to reduce underused tools and concentrate investment on inbound recruiting and ATS rediscovery. "Hardly anyone is sourcing from their ATS, but they're buying outbound sourcing tools to find the same people they already have," Coin said. "Having a strategy is what helped us refine our tech stack."
- **Drive change agility at both strategic and tactical levels.** Coin's team demonstrated the value of surfacing existing candidates faster through AI and automation, then selected tools that make it easy for recruiters to act. Intuitive tools that deliver quick benefits drive adoption; tools that frustrate users make change slower and much more difficult.
- **Personalize outreach to previous candidates.** Acknowledging past communication gaps was central to ATS rediscovery. "These are our customers," Coin said. "They want to know that we know who they are."
- **Develop and evolve metrics to show impact.** Coin used business-aligned metrics to demonstrate the value of inbound recruiting. As the strategy evolves, the team will expand its measures of recruiter performance and quality of hire. "I'm helping my team understand and connect the work they're doing to the transformation happening in the company through the different types of talent we're hiring to get us where we're going," Coin said.

About the Author



Kathi Enderes, PhD

Kathi is the senior vice president of research and global industry analyst at The Josh Bersin Company, supporting clients and the market with evidence-based insights on all areas of HR, learning, talent, leadership, culture, analytics/AI, and HR technology. Kathi has more than 20 years of global experience as a human capital consulting leader with IBM, PwC, and EY, and as a talent and organizational performance executive with McKesson and Kaiser Permanente. Before joining The Josh Bersin Company, Kathi led talent and workforce research at Deloitte, empowering clients with advisory and insights. She is a frequent keynote speaker, author, and thought leader. Her passion is to make work better and more meaningful. Originally from Austria, Kathi has worked in Vienna, London, San Francisco, and Spain and now lives in Palo Alto, California. Kathi holds a doctoral degree in mathematics and a master's degree in mathematics from the University of Vienna, Austria.

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