



Informatica® Data Integration - Free & PayGo

Amplitude Connector

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Table of Contents

- Preface 4**
 - Informatica Resources. 4
 - Informatica Documentation. 4
 - Informatica Intelligent Cloud Services web site. 4
 - Informatica Intelligent Cloud Services Communities. 4
 - Informatica Intelligent Cloud Services Marketplace. 4
 - Data Integration connector documentation. 5
 - Informatica Knowledge Base. 5
 - Informatica Intelligent Cloud Services Trust Center. 5
 - Informatica Global Customer Support. 5
- Chapter 1: Introduction to Amplitude Connector..... 6**
 - Amplitude Connector assets. 6
- Chapter 2: Amplitude connections..... 7**
 - Amplitude connection properties. 7
- Chapter 3: Mappings for Amplitude..... 8**
 - Amplitude sources in mappings. 8
- Chapter 4: Data type reference..... 10**
 - Amplitude and transformation data types. 10
- Index..... 11**

Preface

Use Amplitude Connector to learn how to read from Amplitude by using Data Integration. Learn to create an Amplitude connection, run mappings and tasks in Data Integration.

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CHAPTER 1

Introduction to Amplitude Connector

You can use Amplitude Connector to securely read data from Amplitude.

When you use Amplitude Connector, you can create an Amplitude connection and use the connection in Data Integration mappings and tasks.

Run an Amplitude mapping or task to read the data from Amplitude based on the workflow and Amplitude connection configuration.

Amplitude Connector assets

Create assets in Data Integration to integrate data using Amplitude Connector.

When you use Amplitude Connector, you can include the following Data Integration assets:

- Data transfer task
- Mapping
- Mapping task

For more information about configuring assets and transformations, see *Mappings*, *Transformations*, and *Tasks* in the Data Integration documentation.

CHAPTER 2

Amplitude connections

Use an Amplitude connection to access an Amplitude table.

Create an Amplitude connection to securely read data from Amplitude. You can use an Amplitude connection to specify sources in mappings and mapping tasks.

Amplitude connection properties

When you create an Amplitude connection, configure the connection properties.

The following table describes the Amplitude connection properties:

Connection property	Description
Connection Name	Name of the connection. Each connection name must be unique within the organization. Connection names can contain alphanumeric characters, spaces, and the following special characters: _ . + -, Maximum length is 255 characters.
Description	Description of the connection. Maximum length is 4000 characters.
Type	The Amplitude connection type.
Runtime Environment	The name of the runtime environment where you want to run the tasks. You can specify a Secure Agent or a Hosted Agent.
API Key	The API key to access the Amplitude account.
Secret Key	The secret key of the Amplitude account.

CHAPTER 3

Mappings for Amplitude

When you create a mapping, you define the source to represent an Amplitude object. Use the Mapping Designer in Data Integration to add the Source transformation in the mapping canvas and configure the Amplitude source properties.

Amplitude sources in mappings

To read data from Amplitude, configure an Amplitude object as the Source transformation in a mapping.

Specify the name and description of the Amplitude source.

The following table describes the source properties that you can configure for an Amplitude source:

Property	Description
Connection	Name of the Amplitude source connection. You can select an existing connection or create a new connection. You can also click New Parameter to define a parameter for the source connection.
Source Type	Type of the source object. Select one of the following options: <ul style="list-style-type: none">- Single Object- Multiple Objects- Parameter Related objects appear based on simple primary key-foreign key relationship. You can use the Advanced Relationship option to define the relationship for objects that you want to join.
Object	Name of the Amplitude source object based on the source type selected. Select the source object for a single source. When you select the multiple source option, you can add source objects and configure a relationship between them.

The following table describes the advanced source properties that you can configure in a Source transformation:

Property	Description
Event Type	Required for the Funnel Analysis and Event Property objects. The type of event in Amplitude.
Start	Required for the User Count, Revenue LTA, Funnel Analysis, and Retention Analysis objects. The start date for the object. Specify start date in YYYYMMDD format.
End	Required for the User Count, Revenue LTA, Funnel Analysis, and Retention Analysis objects. The end date for the object. Specify end date in YYYYMMDD format.
Interval	Required for the User Count object. The time interval for which you want to read the data. Select one of the following options: <ul style="list-style-type: none"> - day - week - month Default is day.
User	Required for the User and User Activity objects. The ID of the user in Amplitude. Default is 0.
Start Action	Required for the Retention Analysis object. The start action for the event type.
Returning Action	Required for the Retention Analysis object. The returning action for the event type.
Tracing Level	Sets the amount of detail that appears in the log file. Select one of the following options: <ul style="list-style-type: none"> - terse - normal - verbose initialization - verbose data Default is normal.

CHAPTER 4

Data type reference

Amplitude native data types: Amplitude data types appear in the fields tab for Source transformations when you choose to edit metadata for the fields.

Transformation data types: These data types are set of data types that appear in the remaining transformations. They are internal data types based on ANSI SQL92 generic data types, which Informatica Cloud uses to move data across platforms. Transformation data types appear in all transformations in a mapping.

When the Secure Agent reads source data, it converts the native data types to the comparable transformation data types before transforming the data.

Amplitude and transformation data types

The following table describes the Amplitude data types that Data Integration supports and the corresponding transformation data types:

Amplitude Native Data Type	Transformation Data Type	Range and Description
Number	Decimal	Precision 1 to 28, scale 0 to 28
String	Varchar	1 to 104,857,600 characters
Boolean	Small Integer	Precision 5, scale 0

INDEX

A

Amplitude
 connection properties [7](#)
Amplitude connections
 overview [7](#)
Amplitude Connector
 assets [6](#)
 overview [6](#)
Amplitude data types
 overview [10](#)

C

Cloud Application Integration community
 URL [4](#)
Cloud Developer community
 URL [4](#)
connections
 Amplitude [7](#)

D

Data Integration community
 URL [4](#)
data types
 mapping to transformation data types [10](#)

I

Informatica Global Customer Support
 contact information [5](#)

Informatica Intelligent Cloud Services
 web site [4](#)

M

maintenance outages [5](#)
mapping
 Amplitude sources [8](#)
mapping tasks
 overview [8](#)

S

status
 Informatica Intelligent Cloud Services [5](#)
system status [5](#)

T

trust site
 description [5](#)

U

upgrade notifications [5](#)

W

web site [4](#)