

AMP

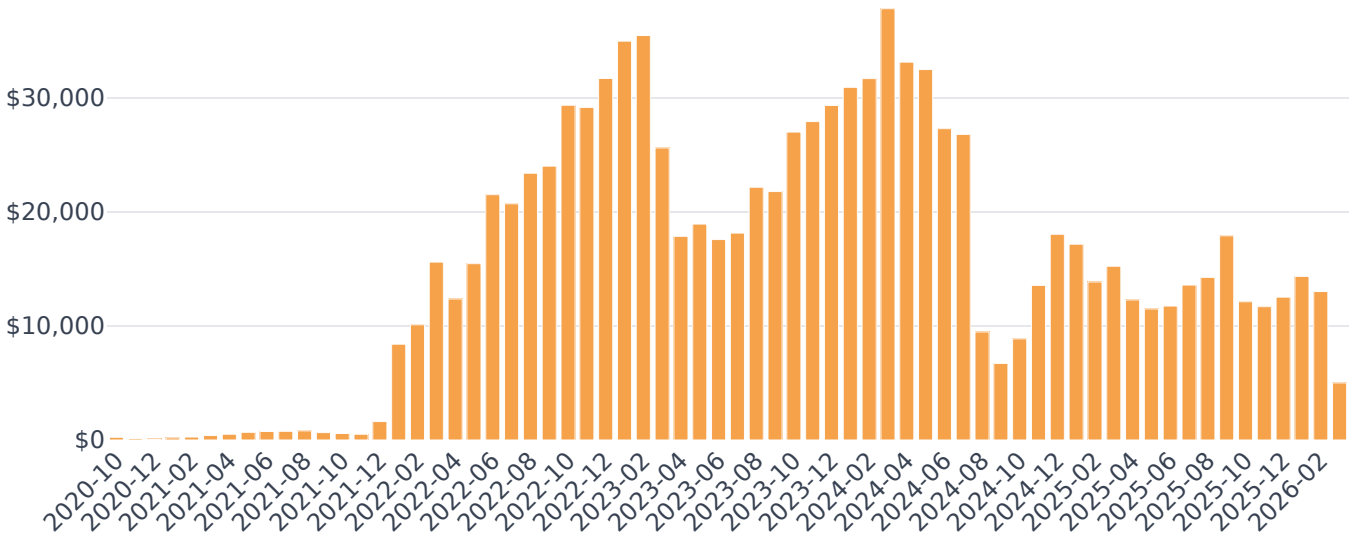
AMP metrics

No AMP activity in the last 14 days

The Sigma tiles (Unique Users, AMP Revenue and AB Credited per day) all showed "No data" because the AMP programme stopped: the last AMP purchase in the transactions mart is 2026-03-25 and the last AMP reward is 2026-03-27. The tiles come back automatically if activity resumes.

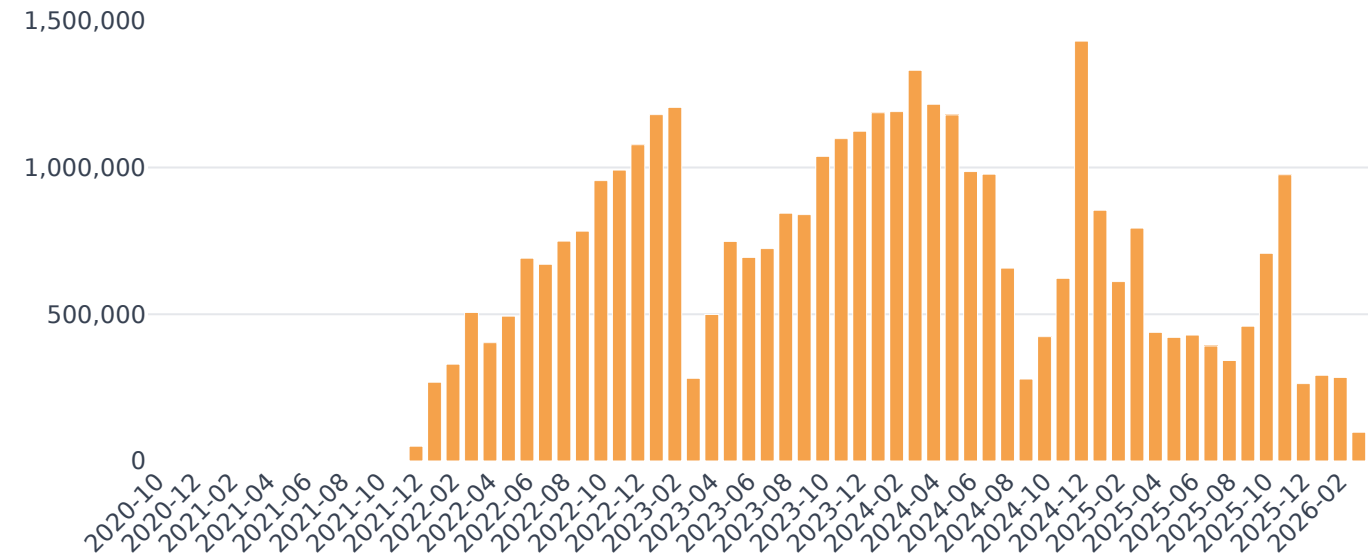
AMP Revenue by Month

Full history



AB Credited by Month

Full history



Snapshot from run 2026-10-07, generated 2026-10-07T17:17:53Z from commit 13b60bf0. The numbers were read from Snowflake once, when this page was generated, and never refresh.