

Understand each customer action using your event data



Interana is the only event data platform that enables every employee to fully understand each customer action in order to develop better products, deliver better customer experiences, and drive growth.

The only way to grow is to understand specifically what your customers do. The world's leading organizations have built entire industries by understanding each and every customer action.

Today's most successful companies – Apple, Amazon, Facebook, Google, Microsoft – use event data to understand customer-specific actions, not just in aggregate or on average.

Every employee needs to understand customer actions and interactions to deliver positive customer experiences, better products faster, and increase customer engagement.

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Before Interana, we used traditional reporting to get a limited set of product and customer information into a set of static reports. Today, hundreds of Product Managers, UX Designers, Marketing, and Sales people are using Interana to generate real-time views on customer activity. Interana has revolutionized real-time decision making.

- Chief Technology Officer

Product Innovation



Product Innovation Teams know that the only way to build superior products is by fully understanding their customers. They have to launch products fast and see almost immediately how customers interact with it across many digital and real world platforms. They need to collect event data and have access to it immediately, there is no time to wait for answers. Product managers have to make complicated decisions very quickly, and the world is too complicated today to make decisions in the dark. These innovation teams need to measure what happens, in real-time and throughout time, with each and every user. Finding immediate answers to plummeting sales, returns, non-engagement is what Interana delivers.

Data Scientists



Data Science Teams build the analytics systems that help suit the specific needs of the business or department they are working for, and usually there are several. Before these teams can find meaning in structured or unstructured data, business leaders and department managers must communicate the questions they're looking to answer, or the reports they're looking to receive. More and more, these analysts are working hard to translate company or departmental goals into data-based deliverables such as prediction engines, pattern detection analysis, optimization algorithms, etc. With Interana, analysts can offer their business functional teams a platform that allows them to ask any question about any customer action at any time, and get answers in seconds.

Customer Success



Customer Success Teams need to understand how customers are using their products, oftentimes well after initial launch. Similar to product teams, though, they still need to know the specific actions customers are taking as they engage with their brand online, as well as in the real world. They want to know more about what makes a customer move from good to great, what makes a customer stop engaging, what makes their experiences better, or worse. They need answers to unknown questions in real-time, and they know how many options people have today when choosing to engage with brands around the world. Interana provides the platform that allows these teams to see, in real-time, how customers act and interact with their products.

Content Creators



Content Creators and Aggregators are responsible for developing a remarkable content strategy -- one that engages users across all platforms. Media giants like ESPN, CNN, Fox, Mashable, HuffPo, Bleacher Report, and others provide timely, personalized, and interesting content that is top of mind. In order to engage -- on a daily basis -- existing and new users of various product lines across digital channels, these teams need to know the measured length of time-on-site, shares, clicks, views, and opens. They need to fully understand each customer action to know what works and what doesn't. Interana is the only event data platform that helps any employee understand specific customer actions.

Interana's customers, including Microsoft, Comcast, Edmunds, Sonos, ExpertVoice, and others, deploy Interana to understand how event data can transform their business.