

A background image showing a group of business professionals in a meeting. One person is shaking hands with another, while others look at a laptop. The laptop screen displays "Company's Growth" and "GLOBAL BUSINESS REVIEW".

Stop Guessing START KNOWING

Using Interana's Event Data Platform, you can make business decisions at the speed of conversation:

- Are customers engaging? With what? At what point do they leave?
- What new features do I ship? How do they get used?
- Is my customer's journey smooth? If not, why?

The only way to grow is to understand your customers. Microsoft, Google, Facebook, and Amazon have competitive advantage by understanding each customer action. And, these customer actions are captured in your event data.

Interana is the ONLY Event Data Platform that enables every user to fully understand each customer action, in order to deliver better products, deliver better customer experiences, and drive growth.

Why Interana?

- ✓ Understand each customer action through event data
- ✓ Ensure a smooth journey for the customer
- ✓ Understand growth and churn rates
- ✓ Find answers from thousands of dimensions
- ✓ Check hypotheses quickly
- ✓ Know what to ship and how to monetize

Product Innovation

- Ship the right features and know immediately what works and what doesn't
- Streamline to provide elegant customer journey

Interana helps you innovate and improve customer journey

Customer Success

- Help customers find and engage with new features, and reduce churn
- Increase acquisition and engagement numbers

Interana helps improve customer satisfaction at every turn

Data Science

- Complex question can be asked by anyone, no coding needed
- Understand customer actions without waiting weeks for data science team

Interana enables any employee to understand customer action in seconds



Moving to agile daily code developments and an A/B experimentation platform required a different approach to analytics. Prior to Interana, it took 24-48 hours to ask simple questions about customer actions. Shipping code daily meant that Microsoft Bing needed answers in seconds of releasing new features, not days. Bing developers can now get answers in seconds on 15-minute-old data. This is done with more than 30 billions of events per day.

- Microsoft Bing

