

A background image showing a group of people in a business meeting. They are gathered around a table with laptops and documents. One person is pointing at a laptop screen that displays a "Company's Growth" chart. The overall scene is professional and collaborative.

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

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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

Know Your Customer : Be Competitive



Scale to trillions of events

Enterprise customers include Microsoft Bing, Azure AD, Teams, Comcast, Sonos,
Find answers about each customer action in seconds on billions of events
Full stack enterprise solution integrates with existing cloud network to maximize performance + security



Billions of events processed daily

Interana used throughout Microsoft: Bing, Azure, OneDrive, SharePoint, Global Marketing, Teams, Office
3000+ Interana platform users throughout Microsoft



Microsoft Bing seeing great success

Engagement in leading search platform has increased since deploying Interana
Feature release went from every six weeks to daily
Partnerships have increased due to Bing success

Why : Interana?

Interana in the ONLY Event Data Platform, that enables every user to understand each customer action. As a full stack, Azure based managed service , we deliver deep real time insights into your customer event data to make business decisions on the quality of your products, and a smooth customer journey.

Understand what is happening, why it matters, and what to do next.

- Fully understand each customer action
- Segment data on the fly
- Break free from simple conversion funnels
- Understand why customers stay or go

DELIVER
better products

IMPROVE
customer experience

DRIVE
business growth

