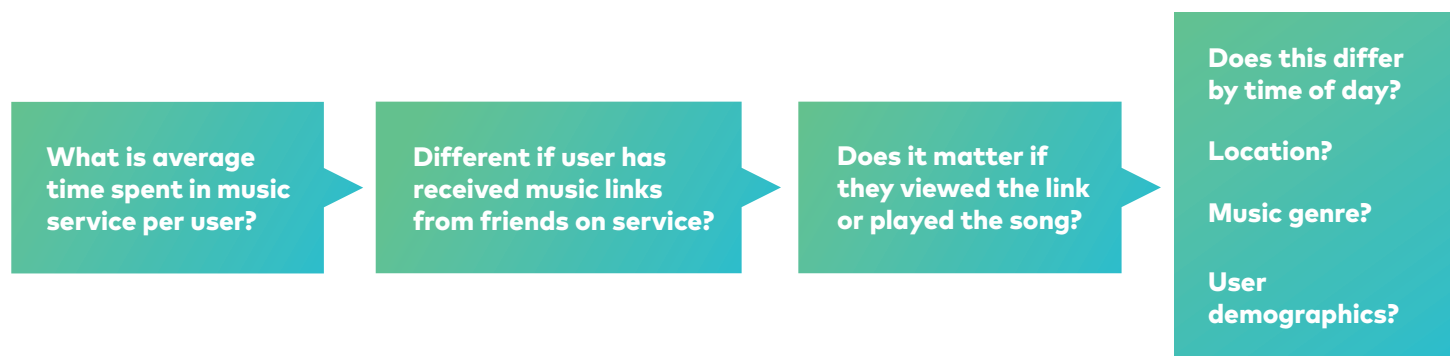# inter|ana
Stop Guessing | **Start Knowing**

Know exactly how your customers buy, engage, interact, play, search, share, swipe, or *maybe even* leave.

Thousands use Interana's platform daily to drive positive business outcomes in minutes to drive engagement, deliver quality products and features, and deliver valuable content.

Interana allows anyone to ask infinite, sophisticated questions about customer journeys and get answers in minutes, not days or weeks. With an easy-to-use graphical interface, Interana doesn't require PhD data scientists to produce limited answers and static reports. People across the entire company can know more about specific and trending customer interactions, what actions customers take and when. By knowing more, all kinds of teams across the company can make real time, important business decisions fast -- at any point throughout the work day.

What is average time spent in music service per user? → **Different if user has received music links from friends on service?** → **Does it matter if they viewed the link or played the song?** → **Does this differ by time of day?**

Location?

Music genre?

User demographics?

Some of our customers

Microsoft   Comcast   SONOS   edmunds   ReachNow   SurveyMonkey

We all have customer satisfaction responsibilities.

Product Innovation:

Product Innovation Teams need to know what customers do with their brands on the daily -- Interana is a platform that product teams can use to ask unlimited, unbounded questions.

"Before Interana, we used traditional BI to get very limited insights using Tableau. Today, hundreds of PMs, UX Designers, and other teams use Interana to get real time views on customer activity. Interana has revolutionized real-time decision making."
-Chief Technology Officer

Customer Success

Customer Success Teams pay close attention to their brand's applications and online experiences to keep customers engaged, and keep them coming back -- with Interana, customer success teams can know what customers do and when, in real-time and throughout all time.

"Decisions used to be made by gut by the highest salary in the room. Now we can make decisions in real-time based on actual user data."
-Sr. Program Manager

Content Optimization

Content Creators and Aggregators need to know how visitors are commenting, sharing, and reading. Wibvth the fast paced media environment, these content teams need to have a real time pulse on the headlines that work, and which ones don't -- with Interana, content creators can continually and consistently deliver excellent content (with stronger ad support).

"We consider Interana to be a crucial part of our infrastructure like Salesforce and SendGrid. Even our least technical PM is super excited about funnels…you guys are thinking about the right problems."
-Business Operations Director

Engineering & DevOps

Engineering & Development Teams deploy new features daily, sometimes hourly - these engineers want to know if and how they're being used within seconds (and also ensure they are bug free), it doesn't work to engage data science teams in this fast-paced process -- Interana gives the engineers releasing the features on the fly invaluable feedback in seconds.

"Interana's scale is impressive. It took only minutes to get answers to questions, opening new possibilities to what we can do with analytics at interactive speeds."
-Group Engineering Manager

Self-Service Analytics

Data Science Teams want to enable self service analytics access to the whole company, but today's tools are hard to use -- Interana gives the data science teams the confidence in knowing that they are providing their own internal customers an easy and powerful…" no need for a PhD" … platform; data scientists have even come to use it themselves in place of their own traditional BI and analytics tools and platforms.

"Interana's scale is impressive. It took only minutes to get answers to questions, opening new possibilities to what we can do with analytics at interactive speeds."
-Group Engineering Manager