

CASE STUDY

Imgur Uses Behavioral Analytics to Obtain 360-Degree View of its Users



imgur

CASE STUDY



Location

San Francisco, CA



User Base

150 million monthly active users (MAU)



Industry

Entertainment and image sharing community



Size of data challenge

Billions of events per week; 75 billion images viewed per month



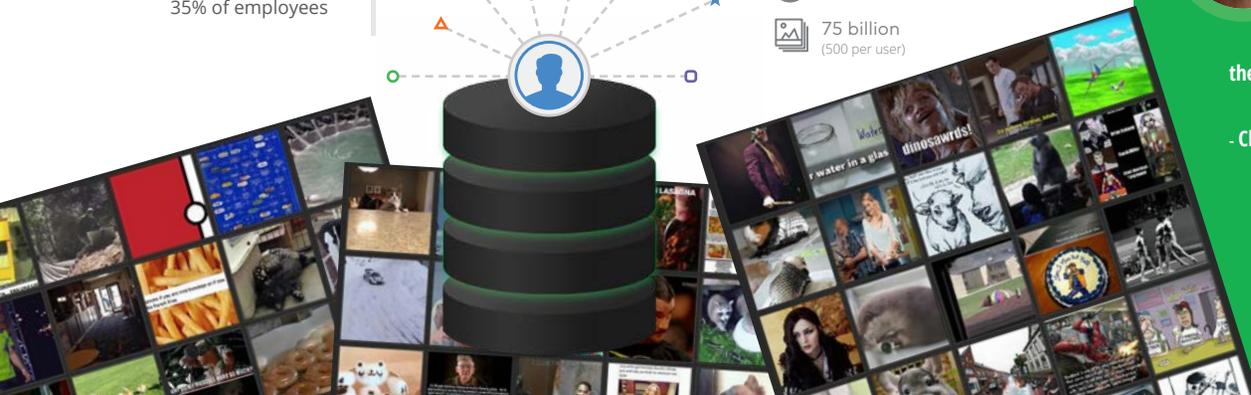
of Interana users

35% of employees

imgur ranks as the largest democratized image sharing community in the world, currently the 17th largest website in the US, with over half of all usage today coming from mobile devices.

Imgur is an online image-sharing community and mobile app where users share and enjoy the internet's best images, gifs, memes, and stories. Users can upload and vote on content, or simply lean back and browse the best images on the internet. The most popular, entertaining content gets surfaced to Imgur's coveted front page through votes from people around the world.

Founded in 2009 and headquartered in San Francisco, Imgur employs around 70 people. Imgur has 150 million monthly active users (MAU) and sees 75 billion image views per month.



“At companies with datasets multiple orders of magnitude smaller than Imgur’s, I’ve run queries on other solutions that take up to 30 minutes to get answers. With Interana, it takes seconds to run similar queries on massively larger sets of data.”

- Bernie Samson, Data Analyst at Imgur

Imgur’s Requirements for Behavioral Analytics

Every week, millions and millions of users engage with content posted on Imgur, generating billions of user events. Imgur needed a behavioral analytics solution to transform this massive amount of event data into a clear, real-time, 360-degree view of its users: who they are, where they are coming from, and how they are consuming content so the company can make better data-informed product decisions for its users.

Imgur needed a powerful solution capable of harnessing its massive data volumes and supporting real-time analysis on all the event data coming in. With 150 million MAU interacting with more than 75 billion image views monthly, running complex queries were difficult for business and technical users and would slow things down.

Interana’s high-performing, pre-built, flexible behavioral analytics—including specific features for retention, conversion, and A/B testing—generate insights that help Imgur enhance collaboration, help prioritize workflows, and align business and operational goals.



“The biggest thing for me is that Interana answers questions as we think of them. With other solutions, you need to have the right questions to ask, or run a MapReduce job, or write queries that take hours to run. With Interana, anyone on the team can easily ask a complex question and get an answer back within a minute or two.”

- Cheng Wang, Quantitative User Researcher, Imgur



“Interana’s scalability enables us to make better decisions because we’re not afraid to throw more data, measures, and questions into it,” said Wang. “Interana can handle all of our extra data and still deliver fast answers, so we never have to sacrifice the quality of our queries for speed.”

- Cheng Wang, Quantitative User Researcher, Imgur



“With Interana, partnership is more than a sale,” said Samson. “The sale is just the start of the relationship. Interana is very responsive and provides guidance on any issues that arise giving us peace of mind as we incorporate behavioral analysis across the business.”

- Bernie Samson, Data Analyst at Imgur

How Imgur Leverages Interana

Imgur set out to find a behavior analytics solution that could deliver everything it needed, including:



Behavioral analytics. The Imgur team has gained new insights into how users interact with Imgur. For example, Imgur can now better understand a user’s first visit, which in turn helps the team think about how it can create the best onboarding experience possible. Imgur teams use the full set of Interana’s behavioral analytics features to thoroughly examine user behavior. Now when Imgur builds flows to increase user engagement, it can realize these flows and measure their effectiveness by viewing them in funnels or in sessions. And, iterative questioning allows staff to build on their analysis and go in different directions, following the data where it leads. Interana’s breadcrumbs feature means that they can always click back on a result and start again or take the analysis in a different direction.



Data exploration, for anyone. Imgur needed a behavioral analytics solution that multiple members of the team could have access to for insights ranging from user patterns and journeys to business performance and even public relations and media-related traffic data. Imgur’s data team was the first group to start using Interana but now multiple team members—from marketing and product to engineering and finance—work directly with Interana. Interana is easy to use by anyone in the organization who needs insights into user behavior or business performance.



Full-stack solution. Interana is a full-stack solution with a data store, analytics engine, and visualization layer that allows for customization and extreme flexibility so Imgur can iterate on questions in real time. Interana helps Imgur gather all its raw event data—clicks, page views, navigation events and more—into one solution for extensive and efficient exploration across multiple dimensions.

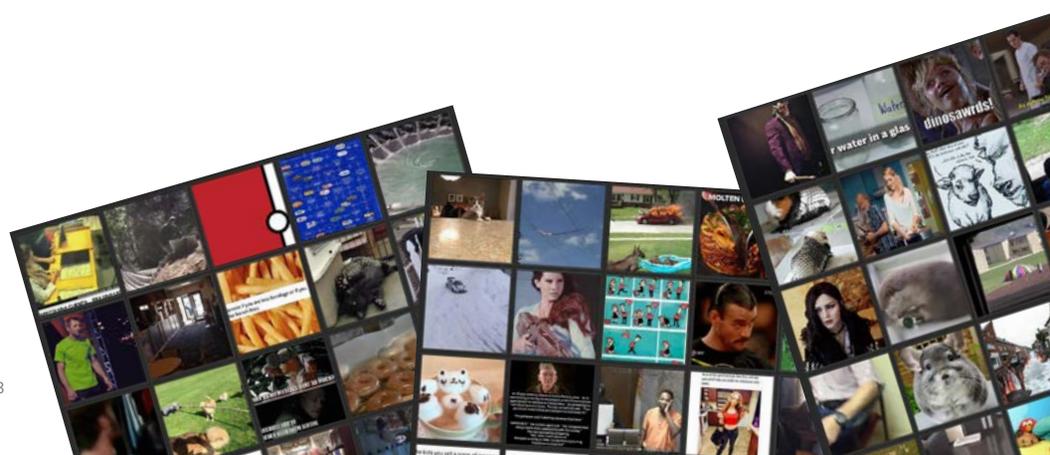


Speed at extreme scale. Imgur was looking for an analytics solution that could grow with the company. Its 150 million monthly active users generate billions of clicks, scrolls, navigation events, and page views. Imgur needed an analytics solution to handle its current massive volumes of event data and deliver answers to questions in a few minutes—not hours or days—and scale up to handle future volumes. Interana will be able to scale up to match Imgur’s growing data.



Agility. Users interact with Imgur daily and take multiple actions within each session. The tools used to explore these actions needed to be flexible so that Imgur could readily change product and service parameters as needed. Imgur’s platform team wanted to be able to make changes to the website swiftly, adding attributes or events without having to update the data model.

Imgur is now able to make faster, better data-based decisions. Interana’s pre-built behavioral analytics features—including cohorts, sessions, metrics, and funnels—help staff to test hypotheses about user behavior and develop strategies for improving its products and delivery of content.





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