

Interana

Resources about Interana, an event-based analytics solution designed to answer critical business questions about how customers behave and how products are used.

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Below we have compiled publicly available sources from around the world that present views on Interana.

Perspectives on Interana

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- [How Interana Built an Analytics Engine from the Ground Up](#)
techrepublic.com
- [Bing Delves into Behavioral Analytics with Interana](#)
siliconangle.com
- [Discussion: How is Interana Different from Druid?](#)
quora.com
- [Tinder uses Behavioral Analytics Solution - Interana](#)
insidebigdata.com
- [It's Time for Behavioral Analytics to Be Simpler - Interana](#)
datanami.com

Vendor Information

- [Behavioral Analytics for the Digital Economy- Interana](#)
interana.com

Further Reading

- [MixPanel](#) — Resources about MixPanel, a business analytics service that tracks user interactions with web and mobile applications, and provides tools for targeted communication with them.
- [Chartbeat](#) — Resources about Chartbeat, a content intelligence and analytics tool for publishers that measures reader engagement and provides data insights for building audience loyalty.
- [deltaDNA](#) — Resources about deltaDNA, a company that develops and markets an analytics and marketing platform for games that are primarily in the free-to-play market, and offers consultation services for game developers and publishers
- [Interana](#) — Resources about Interana, an event-based analytics solution designed to answer critical business questions about how customers behave and how products are used.
- [Amplitude](#) — Resources about Amplitude, a product analytics platform for web and mobile that provides approachable analytics, cross-platform tracking, user behavior insights, and scalability.
- [Google Analytics 360 for Product Analytics](#) — Resources about the Google Analytics 360 Suite, a tool that gathers data from customers and uses deep insights to help enterprises measure and improve the impact of marketing.

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