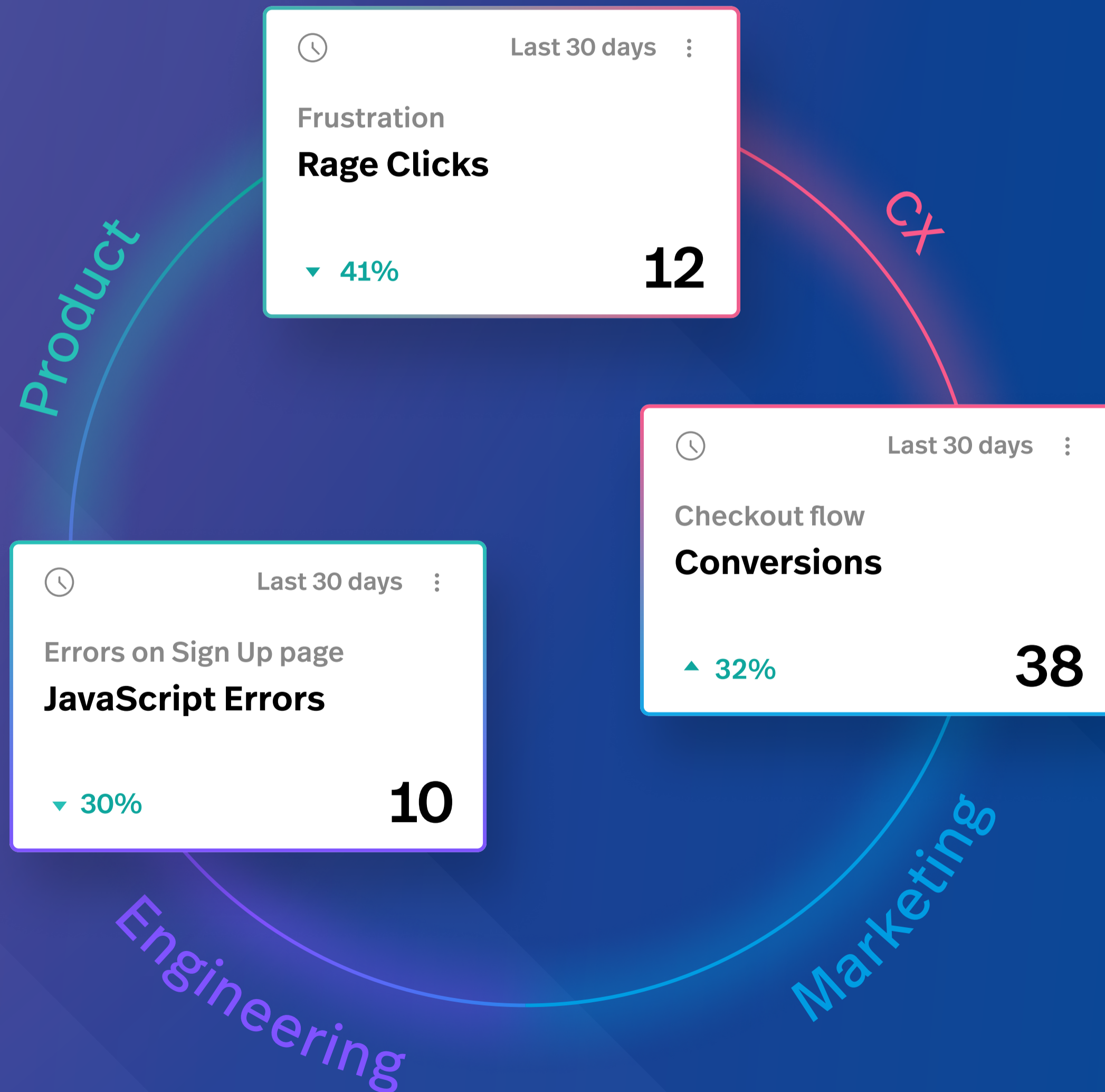fullstory

WHY FULLSTORY

The answers you need to build the perfect digital experience

Unite your product, support, UX, and marketing teams for better alignment and efficiency

Save time and money with one DX data source for every team

FullStory is the only solution that automatically collects, structures, and indexes all your digital experience data to provide insights for every team at your organization.

Plus, you can easily pull in custom event data via Webhooks or API, or export DX data to enrich your CDP, CRM, or other user data.

Product

CX

Engineering

Marketing

Last 30 days

Frustration
Rage Clicks

▼ 41%   **12**

Last 30 days

Checkout flow
Conversions

▲ 32%   **38**

Last 30 days

Errors on Sign Up page
JavaScript Errors

▼ 30%   **10**

INSIGHTS FOR EVERY ROLE

Product Marketing

Pinpoint improvement opportunities to focus on what matters most

Innovate your "happy paths" with the confidence only FullStory data's engine can provide

- Real-time monitoring of user behavior
- Alerts you to issues or anomalies as they happen, and allows you to recover revenue faster.
- Work smarter by visualizing trends and insights in Dashboards, and then contextualize the findings through linked sessions.
- Complete privacy controls let you capture and explore your DX data, worry-free.

Engineering

Instantly replay any session to find and fix bugs in record time

Get complete session data while safeguarding performance and privacy

- Autocaptures user data to reduce back-end maintenance, saving your engineering team time and money.
- Valuable context to enable faster bug resolution.
- Lightweight snippet and rigorous security standards mean you get all the data without risking performance or privacy.

Marketing

Identify opportunities to reduce friction and increase conversions

Quantify the impacts of issues and prioritize improvements with confidence

- Analyze conversion funnels to see where users are dropping out of key workflows and see exactly how to optimize them for better results.
- Heatmaps and page insights reveal high-value touchpoints
- Customizable dashboards for your homepage empower you to track how you've grown KPIs–and revenue–over time.

Customer Support

Save time resolving friction with session context

Provide delightful support experiences that customers will rave about

- Qualitative insights from session replay gives support pros the tools to empathize with customers in real time.
- With access to complete interaction data, you can quickly create custom resolutions and confidently advocate for meaningful experience improvements.