fullstory

PRODUCT OVERVIEW

Proactively unearth revenue-impacting digital experiences.

Identify precisely when, where, and why users are dropping out of key workflows.

Customer struggle is costing you revenue, but it doesn't have to.

Easily identify and prioritize digital experience issues that are causing your customers to drop out of valuable workflows with FullStory's Conversions.
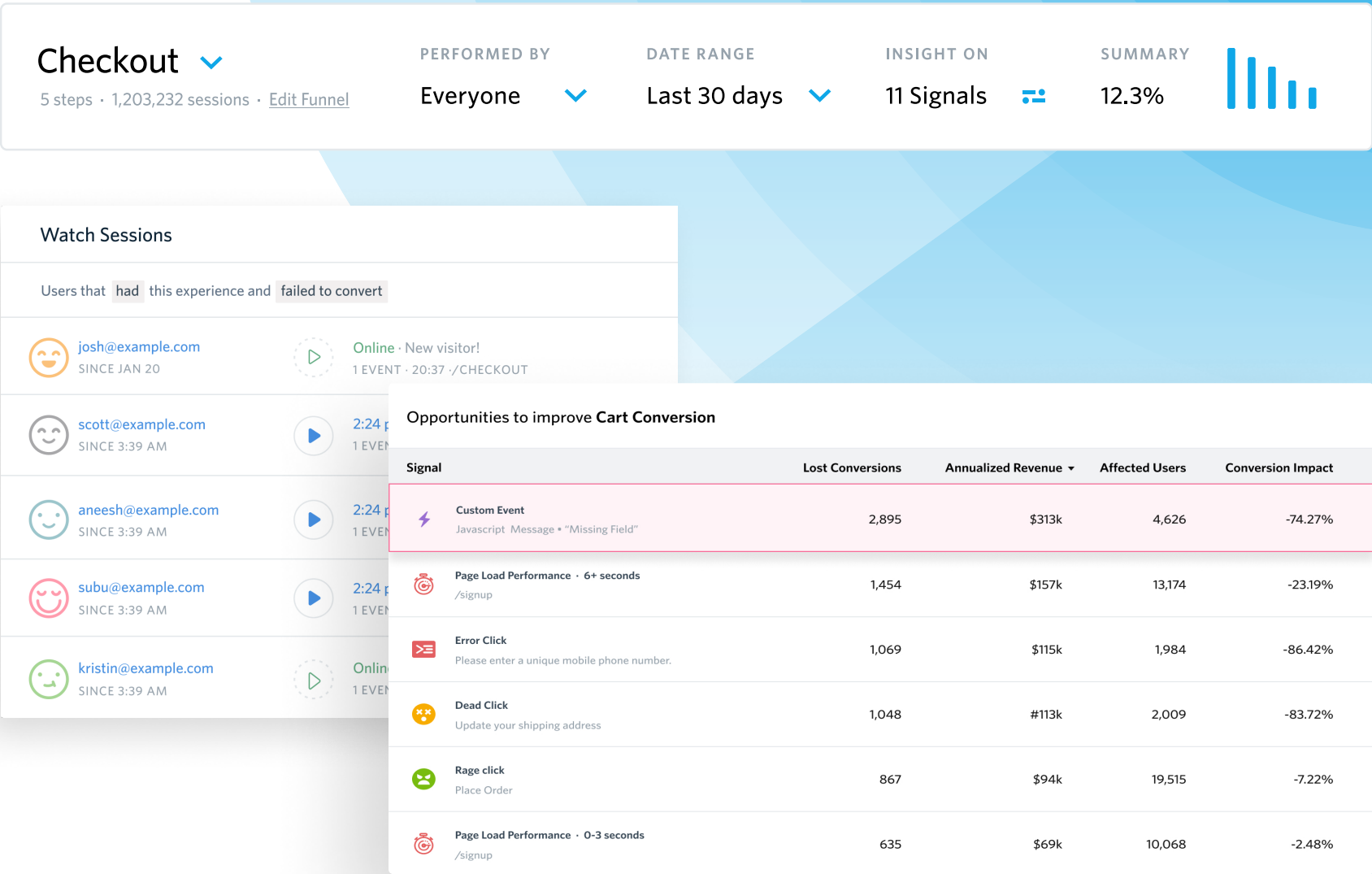
Identify areas for optimization.

There are myriad factors that can harm your conversions–from slow pages and script errors to frustrating workflows and device-specific bugs. FullStory intelligently compares user cohorts to identify which friction points correlate with funnel dropout, making it simple to see how dramatically each pothole impacts your business goals.

Visualize, prioritize, and improve.

FullStory ranks your top areas for optimization based on severity of conversion impact and annualized revenue opportunity, so you can quickly see what to remediate first. Revenue Opportunities come from actual user transactions that match your specific funnel, cohort, and date range, and corresponding Session Replays validate every insight.

Get insights automatically.

Out of the box, FullStory will show you how frustration heuristics and performance issues are impacting your conversions. Or, for even more powerful insights, select the Custom Events, Watched Elements, or other criteria you've already configured and FullStory will automatically generate your conversion analysis.

Create consensus and take action.

Making recommendations to your team and prioritizing product improvements requires trust in your data. By providing complete transparency into the data science, FullStory gives you answers to every forthcoming stakeholder question–so you can feel prepared and confident in your decisions. Streamline executive buy-in by easily sharing a link or generating a PDF of your Opportunity Analysis in FullStory.

Customize your funnels.

Cart to checkout? Key onboarding flow? Or a more complex, custom set of screens? FullStory can handle all of your conversion flows–and it's fully customizable to match what's most important to your business. Better yet? You can create and edit funnels after you've already collected tons of relevant data. You don't need to configure each workflow in advance, giving your team ultimate freedom to change focus or adjust priorities.