



Fully understanding and optimizing the digital user experience: Tech unicorn FullStory enters the German market

FullStory's technology delivers Digital Experience Intelligence (DXI) and makes blind spots visible in user experience analysis. The fast-growing company is now present in the local market with a growing team and a local data center.

Cologne, Germany – June 22, 2022 – [FullStory](#), the market and technology leader in [Digital Experience Intelligence \(DXI\)](#), today announces its market entry in Germany and the opening of a data center in Frankfurt. Led by Head of Sales DACH Oskar Stenzel, the team is opening the company's first location in a non-English speaking country. Currently representing eight people based in Hamburg, Cologne and Berlin, the team will continue to be expanded over the next months, adding roles in marketing, sales, customer success and solutions engineering.

Digital Experience Intelligence (DXI) thanks to unique technology

Understanding how users interact with a brand across web and mobile touchpoints continues to be of massive importance—especially in the wake of the global pandemic. More and more companies are turning to DXI as the most comprehensive possible capture and analysis of the digital user experience.

FullStory's technology uses both quantitative (based on machine learning) and qualitative data (so-called session replay) to capture and examine all features, pages or processes that make up a digital user experience. The platform provides common metrics such as abandonments, conversions, form completions and errors alongside unique metrics developed in-house, such as "Rage Clicks," a metric that reveals areas where users are often left frustrated.

In use globally—DACH growth in focus

In 2021 alone, the FullStory platform analyzed the user behavior of almost 17.5 billion sessions worldwide, with more than one trillion interactions such as clicks, scrolls, highlights or frustration signals like Rage Clicks. In fact, companies that try FullStory are quickly impressed with the power of the solution, as Kirsten Newbold-Knipp, CMO at FullStory explains:

"Our product has practically created demand on its own outside of English-speaking markets so far. In 2020, we started moving into the EMEA region with the opening of our office in London. Now we're taking the next step in internationalization and launching with a new

team and a regional data center in Germany, because this is one of our most important growth markets."

Since its founding in 2014, FullStory can look back on a continuous success story and recent rapid company growth. The technology company has raised a total of \$173 million in multiple funding rounds from investors including Permira, Kleiner Perkins, GV, Stripes, Dell Technologies Capital, Salesforce Ventures and Glynn Capital, and was valued at \$1.8 billion in August 2021. In the same year, FullStory doubled its workforce and currently employs more than 600 people worldwide.

The company currently serves just over 3,300 customers in 70 countries. In both EMEA and APAC, FullStory achieved 100 percent revenue growth in 2021, with new customers including Kogan, MYOB, Zip, Endeavour Group, Flight Centre.

Oskar Stenzel, Head of Sales DACH at FullStory adds:

"We are excited to take off in the DACH market with immediate effect. Already, great companies based in German-speaking countries like Mammut and SoundCloud are using our technology—and we're convinced that more exciting names will follow soon!"

Data protection and data security

The issue of data protection is of particular importance in the area of digital experience intelligence. FullStory, fully GDPR compliant, developed proprietary technology to provide complete visibility into the way users interact with digital experience without collecting any of the sensitive, unnecessary information that creates risk. In addition, FullStory is opening its own data center in Germany deepening commitment to GDPR compliance and client protection.

Making blind spots visible—without tagging

FullStory can be quickly integrated into websites and apps by adding a few lines of code. The technology starts gathering insights immediately from comprehensive, indexed, and searchable data— including the ability to view session replay of specific users at any time and analyzing in detail where there is potential for improvement. Thanks to Autocapture, product managers, software developers and UX designers no longer have to know in advance to tag a feature, page or process before they can examine it more closely. In the past, this conventional approach inevitably led to blind spots as the complete user experience could never be mapped. FullStory's exclusive approach leapfrogs legacy tools that only aggregate information and metrics on "how" consumers engage with products or services online, but fall short of providing the critical context around "why."

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About FullStory

FullStory's digital experience intelligence platform enables businesses to continuously improve their digital customer experience across sites and apps. The platform proactively surfaces actionable insights from billions of data points, helping thousands of companies, including Fortune 100 companies and the world's most innovative consumer brands, make evidence-based digital improvements that reduce costs and reclaim revenue. The company is headquartered in Atlanta and privately held with backing from Permira, Kleiner Perkins, GV, Stripes, Dell Technologies Capital, Salesforce Ventures, and Glynn Capital.