fullstory

MOBILE APPS

PRODUCT OVERVIEW

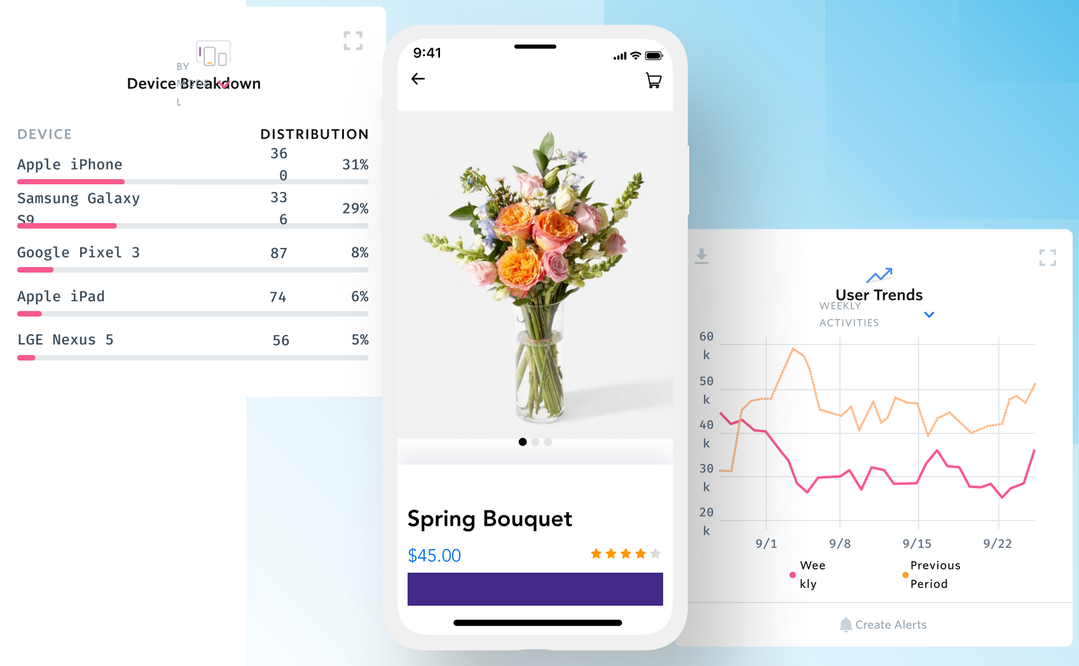
A new approach to Digital Experience Intelligence for mobile devices

Understanding engagement and interactions with native mobile apps

Visual re-creation, not screen capture

FullStory for Mobile Apps collects and stores all the data you need to replay, search, segment, understand, and optimize digital experiences. Multiple times per second, the platform captures the low-level drawing operations that take place in applications. User events are parsed and made fully searchable, so teams can build custom segments or funnels based on specific interactions–all without needing to instrument or tag events in your app's code.

FullStory for Mobile Apps' frame-first approach captures only the minimum amount of screen information required to reproduce user experience in high-fidelity while entirely omitting any potentially sensitive content. Since the platform only encodes the app processes and visual changes, impact on app performance is very low.



Benefits of FullStory's Approach

Privacy

FullStory's Private-by-Default recording technology masks all text and image content at the source and preserves only the position, shape, and color of those elements. The result is a clearly recognizable session replay that never betrays any sensitive or personal data.

Device Performance

By only logging data if the user is interacting with the application and on-screen elements are changing, FullStory has a minimal impact on the mobile device's battery. FullStory wants to help deliver great digital experiences, which means having a negligible impact on performance.

Fidelity

Since FullStory captures and recreates the drawing operations instead of screenshotting bitmaps, playback will always render crisply, regardless of the customer's device size or viewport dimensions.

Bandwidth

A FullStory bundle of logged drawing operations is anywhere from 10-25x smaller than the equivalent recording in MP4 or PNG format. The data requirements are low enough that application developers can enable FullStory for all users, including those on cellular networks. To achieve this amount of coverage, companies using competitor solutions often have to lower the fidelity of their sessions to the point where they're practically unusable. Alternatively, they may choose to only capture sessions when end-users are on Wi-Fi. FullStory leverages a range of heuristics to avoid sending up data when nothing is changing on-screen, making its impact on idle bandwidth very small.