fullstory

**FEATURE OVERVIEW**

# Create a more holistic data warehouse

Integrate FullStory data to amplify your DX insights

# Layer in all the data you need to achieve digital perfection.

FullStory's industry-leading Digital Experience Intelligence (DXI) platform is founded on complete digital experience (DX) data–encompassing both instrumented events and autocaptured behavioral data. With FullStory, you can understand your customers' entire experience and derive insights across your entire DX dataset.

Now, harness the power of FullStory's complete dataset in your own data warehouse. With Data Destinations, tap into the rich behavioral data behind FullStory without having to dedicate engineering resources to build data pipelines. This feature allows queries from FullStory data within your data warehouse, breaking down silos and enriching analysis.

## Data Exports

**Integrate FullStory data into your workflows**
Data Export & Syncing functionality allows you to get more out of Fullstory by integrating data into your pipelines, etc.

Snowflake `Active`
Sync event data to your Snowflake account. Learn more.
**MANAGE**

Google BigQuery `Active`
Sync event data to your BigQuery account. Learn more.
**MANAGE**

Batch Export API (Legacy) `Error`
Download batched usage data from FullStory Segemnts. Learn more.
**MANAGE**

Looking for an integration we don't yet support? Drop us a note.

### Enrich your warehouse with FullStory's DX Data

FullStory's patented DX Data Engine automatically captures every aspect of your users' digital interactions, across all visits. Now, effortlessly access this digital interaction data, Server Side Events, and more in your data warehouse. Use FullStory data to enrich your CRM, drive additional insights from internal revenue systems, calculate and augment key metrics, and more.

### Spend less time engineering data and more time putting it to work

You're in control–once FullStory is synced to your data warehouse, you'll never have to worry about data slipping through the cracks. The data is structured in a future-proof schema, meaning new event types can be added without additional effort. Get (and keep) the complete data picture to gain insight into all unknown opportunities and power critical analyses.

### Build a more complete data strategy with Digital Experience Intelligence

Elevate data analytics by syncing customer behavioral event data to your warehouse. Fuel smarter business intelligence, deeper analyses, enhanced workflows, improved models, and more–connect your favorite BI tools directly or write your own SQL queries to answer complex questions.