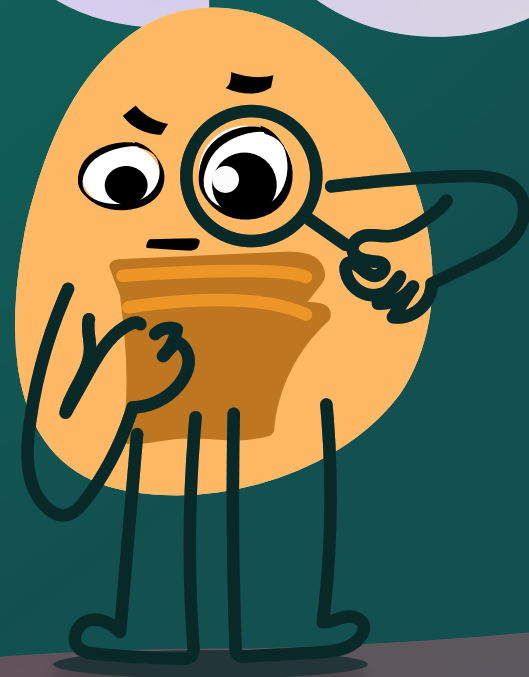fullstory

Reality Check

INSIGHTS FROM

Fullstory's technology leader survey

2025

You've got data coming out of your ears,

customers expecting nothing less than perfection, and AI dominating every strategy meeting. **Phew, no pressure.**

This report dives into the current digital landscape, drawing from fresh survey insights to reveal how businesses are navigating the challenges of AI, data, personalization, and UX.

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Big Picture

1 Brands are dipping their toes in the AI waters, not diving in.

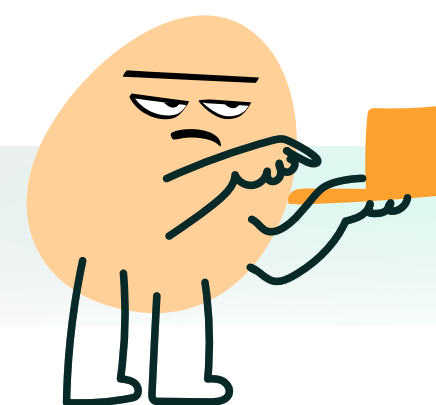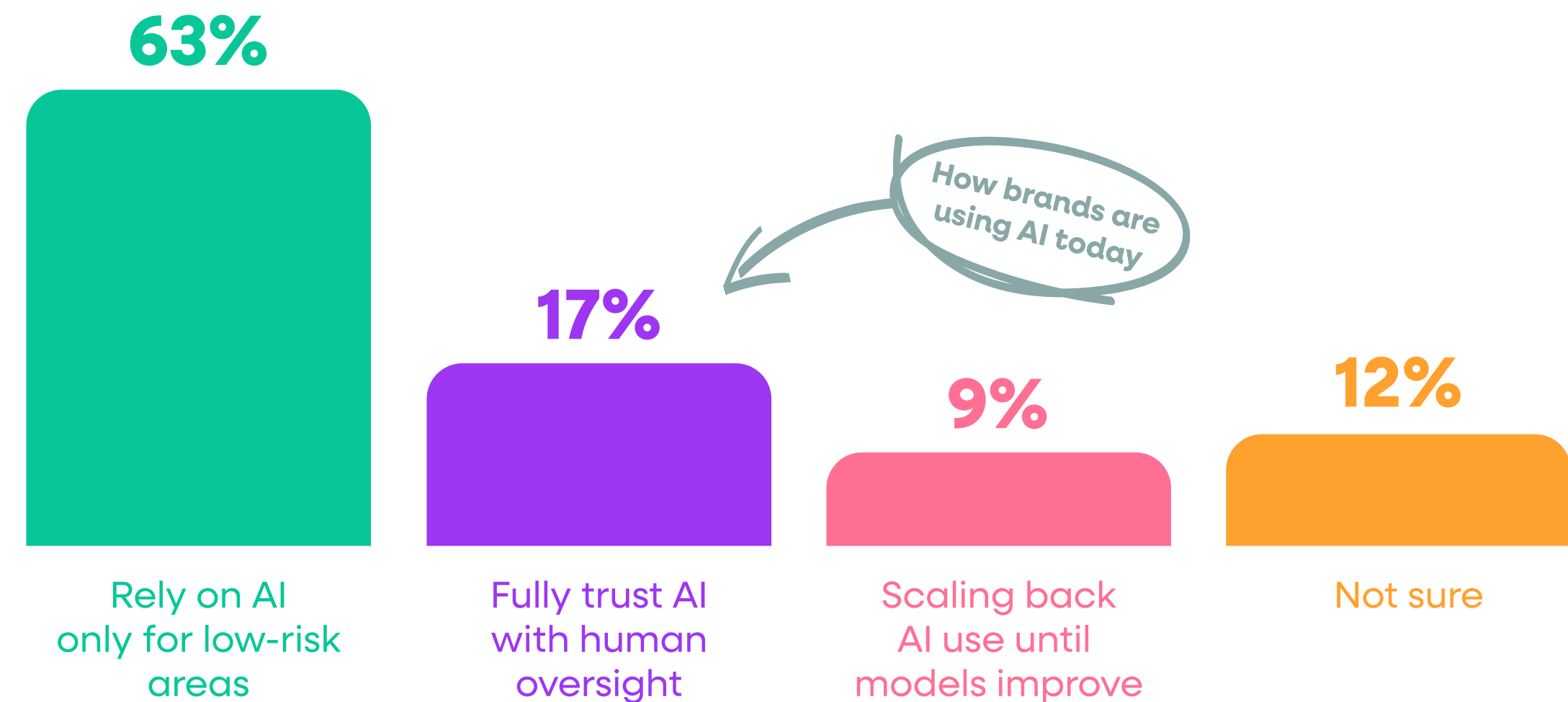**2** Big data is creating big headaches across industries.

3 Personalization and UX can STILL make or break user loyalty.

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Top Findings
(you'll wanna read this)

- **60%** report significant growth in AI usage, but only **13%** describe their adoption as extensive.

- Key barriers to adoption include skill gaps **16%**, integration issues **13%**, and data quality concerns **14%**.

- Companies with advanced AI capabilities report **2x** the impact on user engagement and operational efficiency.

AI is shaking up industries, but most companies are still playing it safe. For brands ready to take the leap, the rewards are there. It's time to lean in.

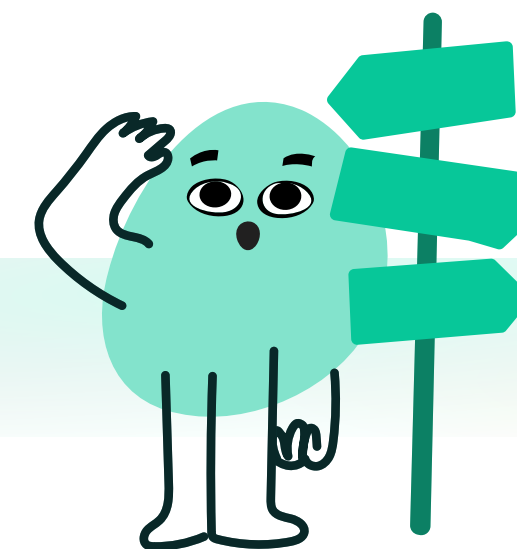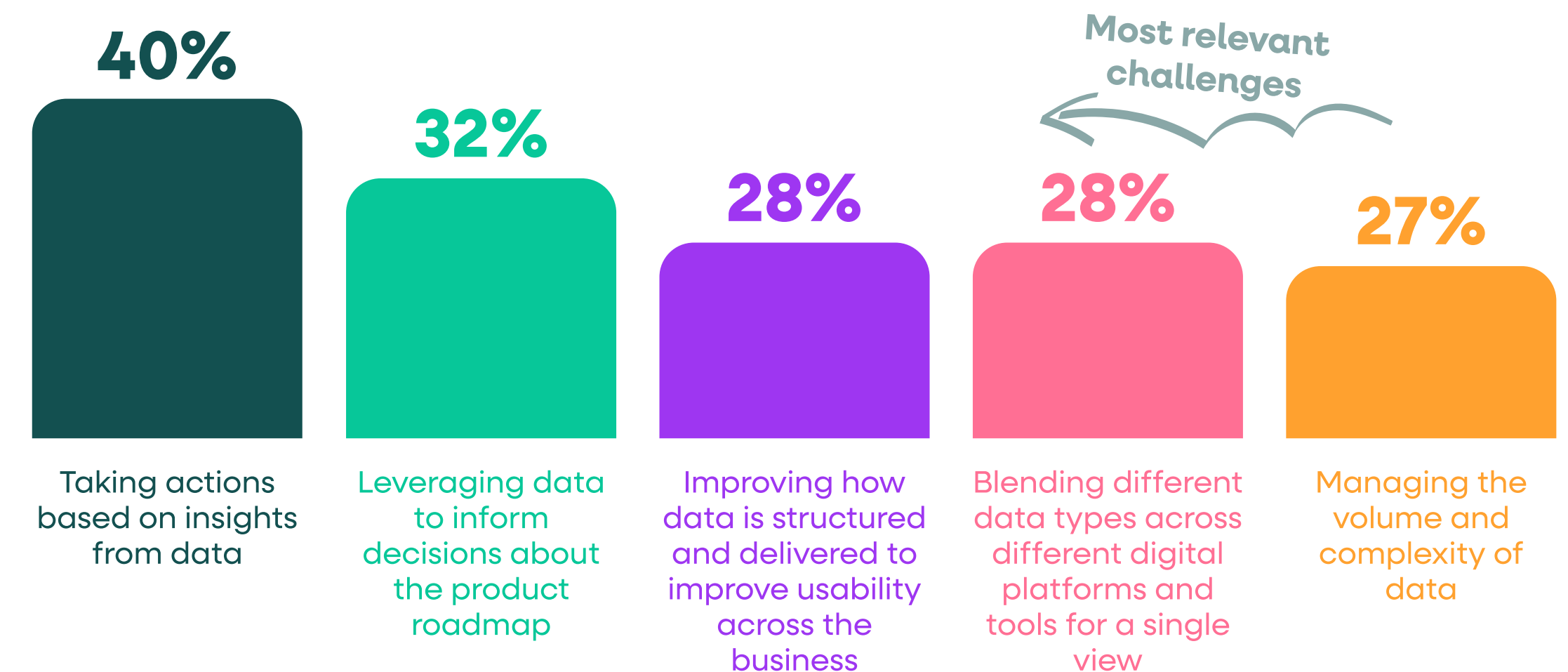*How brands are using AI today*

63%
Rely on AI only for low-risk areas

17%
Fully trust AI with human oversight

9%
Scaling back AI use until models improve

12%
Not sure

AI might be the future, but it's also right now.

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Top Findings

- **87%** of companies collect data, but only **25%** say they use it effectively.

- **32%** see improving data usability as a priority for driving faster, more informed decisions.

- **30%** of businesses are focused on accelerating the time from data ingestion to action.

- **14%** of brands say poor data quality is a barrier to using AI.

Brands are collecting more data than ever, but most aren't putting it to good use. Silos, poor usability, and fragmented systems are keeping insights out of reach.

Most relevant challenges

40%

32%

28%

28%

27%

Taking actions based on insights from data

Leveraging data to inform decisions about the product roadmap

Improving how data is structured and delivered to improve usability across the business

Blending different data types across different digital platforms and tools for a single view

Managing the volume and complexity of data

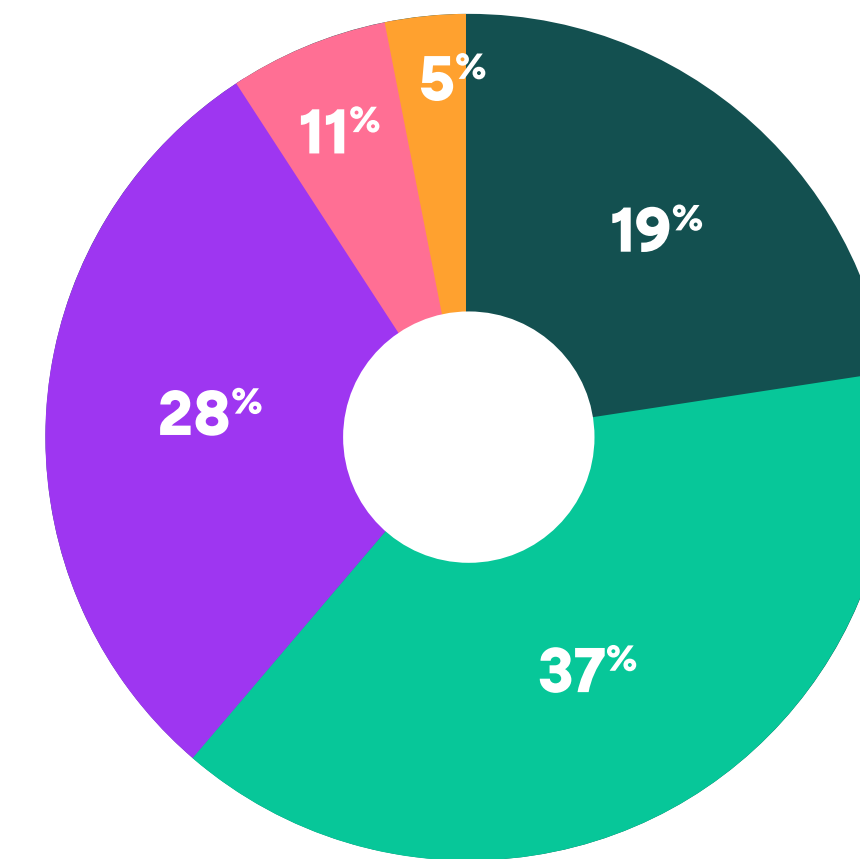*All the data, none of the direction.*

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UX & PERSONALIZATION

Top Findings

- Businesses that improved their journeys reported a **15%** increase in retention rates.

- Only **12%** of companies say they lead in real-time personalization.

- Identifying errors and friction within user journeys is a focus for **73%** of teams.

- Less than **4%** of brands rank themselves as best-in-class for user journeys.

Brands know UX and personalization matter, but confidence in execution is low. Navigation issues, clunky mobile UX, and ineffective personalization are leaving users frustrated.
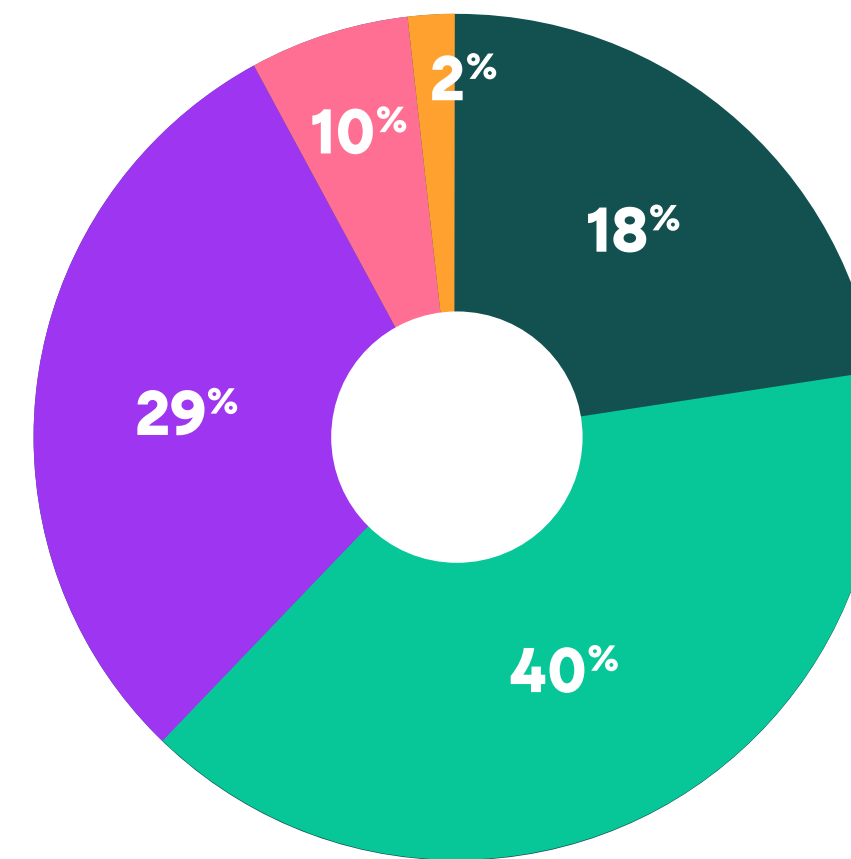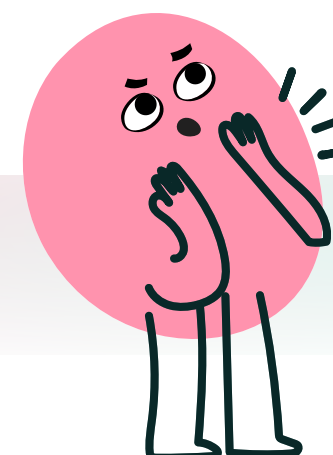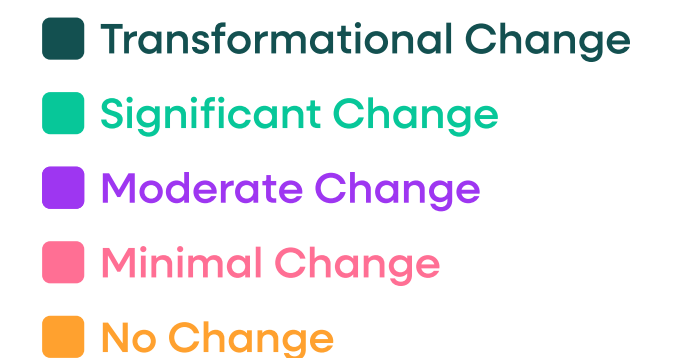

Designing new digital experiences of features
- 18%
- 40%
- 29%
- 10%
- 2%

Personalizing digital experiences
- 19%
- 37%
- 28%
- 11%
- 5%

Level of change brands foresee in 1-3 years

- ■ Transformational Change
- ■ Significant Change
- ■ Moderate Change
- ■ Minimal Change
- ■ No Change

Are we really surprised users want good experiences?

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But...
What does that mean for me?
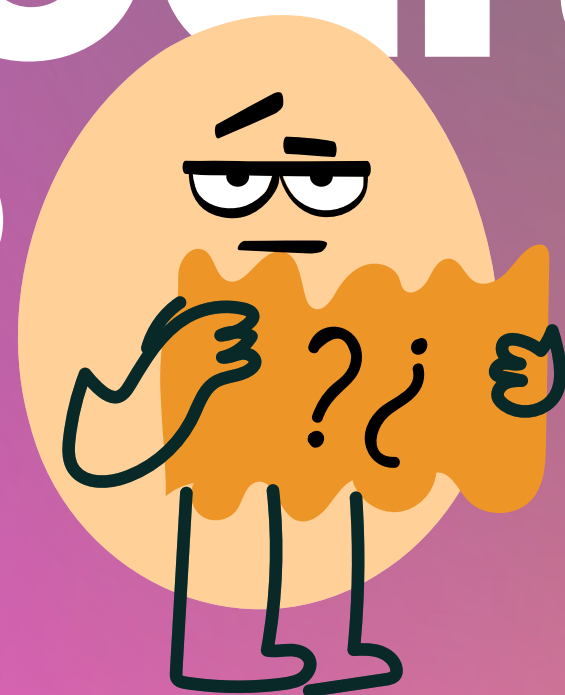
I'm glad you asked.
Let's look at the top 3 takeaways for:

1 Marketing

2 Product

3 IT & Engineering

4 Executives

WARNING: Text-heavy slide imminent

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Takeaways by function

Marketing

1
Make personalization count
Start small with emails or landing pages. Behavioral data is underused gold.

2
Optimize mobile UX
With 70% of traffic on mobile, streamline navigation and UX to reduce bounce rates.

3
Use AI to predict behavior
From churn forecasting to tailored recommendations, AI can boost campaign ROI.

Product

1
Use AI for smarter roadmaps
Only 13% of brands use advanced AI, but those that do see a huge payoff.

2
Fix user journeys
48% of companies call this their top UX priority. Map out friction points and prioritize quick wins.

3
Own mobile UX
Simplify onboarding and key flows; 15% of companies saw retention improve with mobile optimizations.

IT & Engineering

1
Break down data silos
40% of brands can't act on data because it's scattered. Centralize and clean it.

2
Build for AI
Focus on infrastructure for scalability. Prove ROI with mid-risk projects.

3
Prioritize security
Trust and compliance issues are serious business. Build secure, scalable systems to mitigate risk.

Executives

1
Invest where it counts
Real-time personalization, mobile-first design, and predictive analytics = long-term growth.

2
Make AI a strategic pillar
Only 17% of businesses view AI as a strategic focus. Those that do report transformative results.

3
Set sites on personalization
58% of companies plan major investments in personalization. Lead by prioritizing it across teams.

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Predictions

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1
AI won't wait for scaredy cats

AI isn't optional—it's the future of business strategy. Companies that fully integrate AI to predict customer needs, optimize journeys, and solve problems in real time will dominate. Those clinging to basic automation will be left behind.

2
Bad UX has no future

Clunky design and generic experiences won't cut it anymore. Customers demand fast, intuitive, and tailored journeys at every step. The brands that master seamless UX and real-time personalization will dominate. The rest will fall behind.
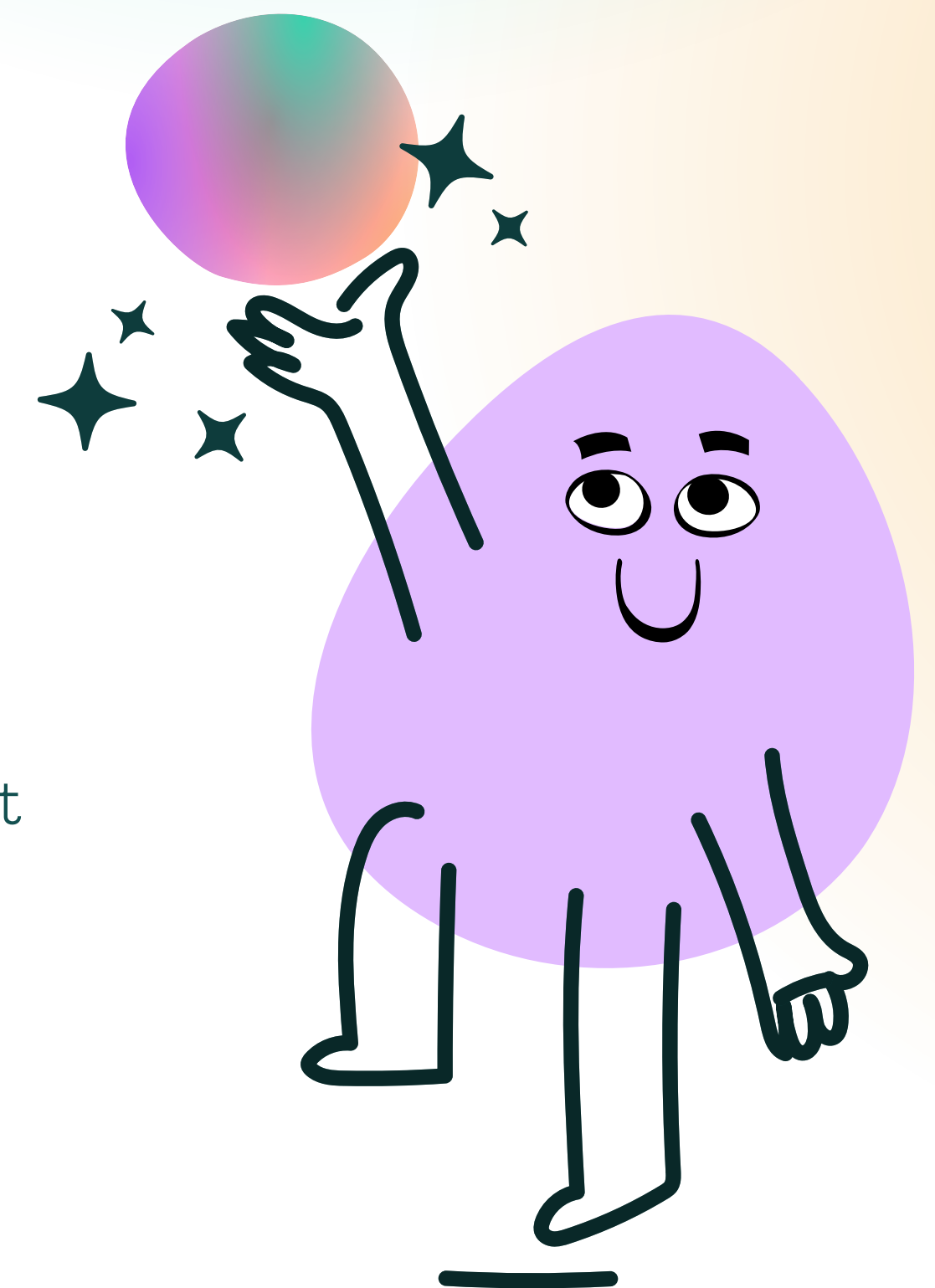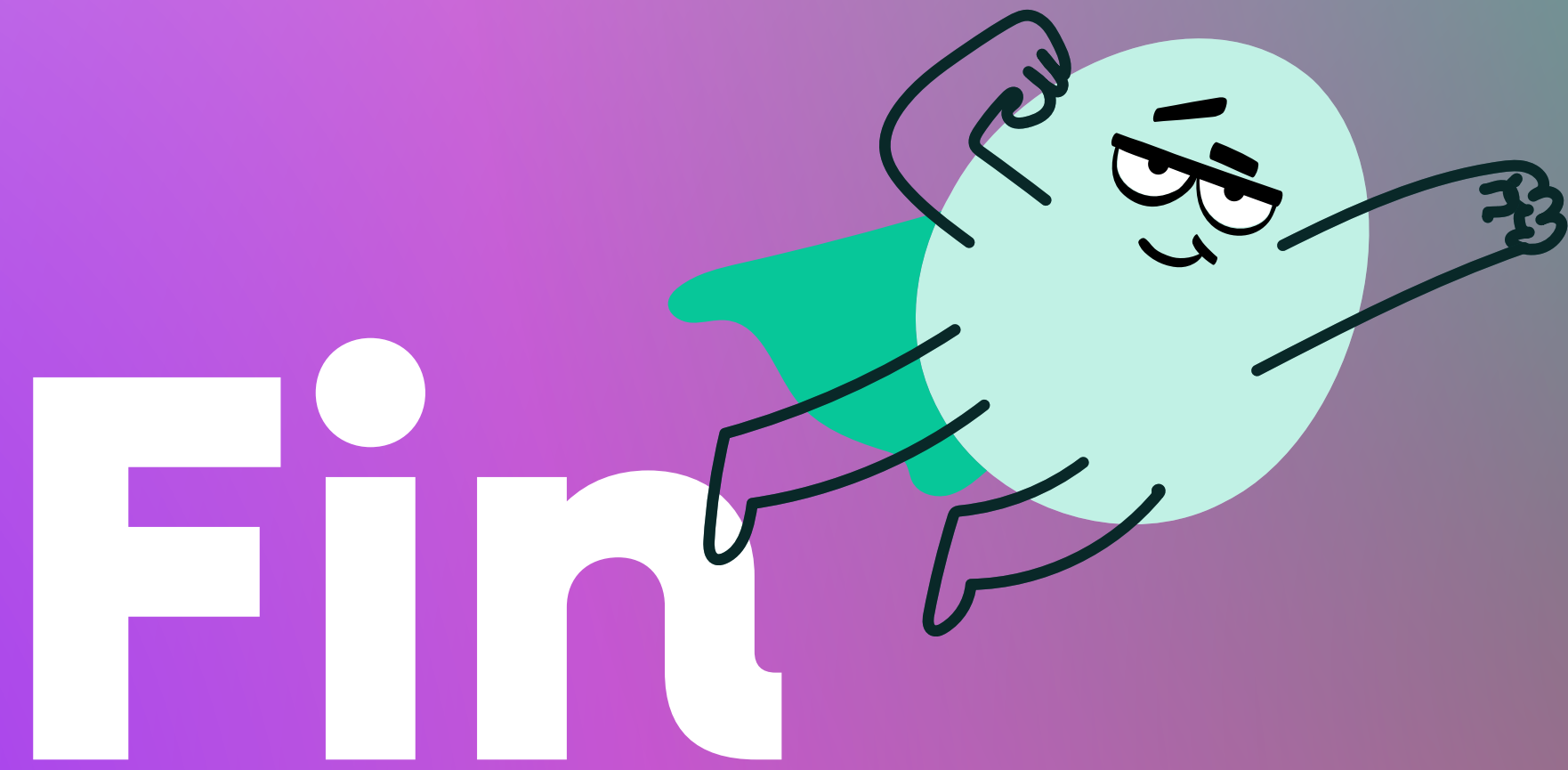
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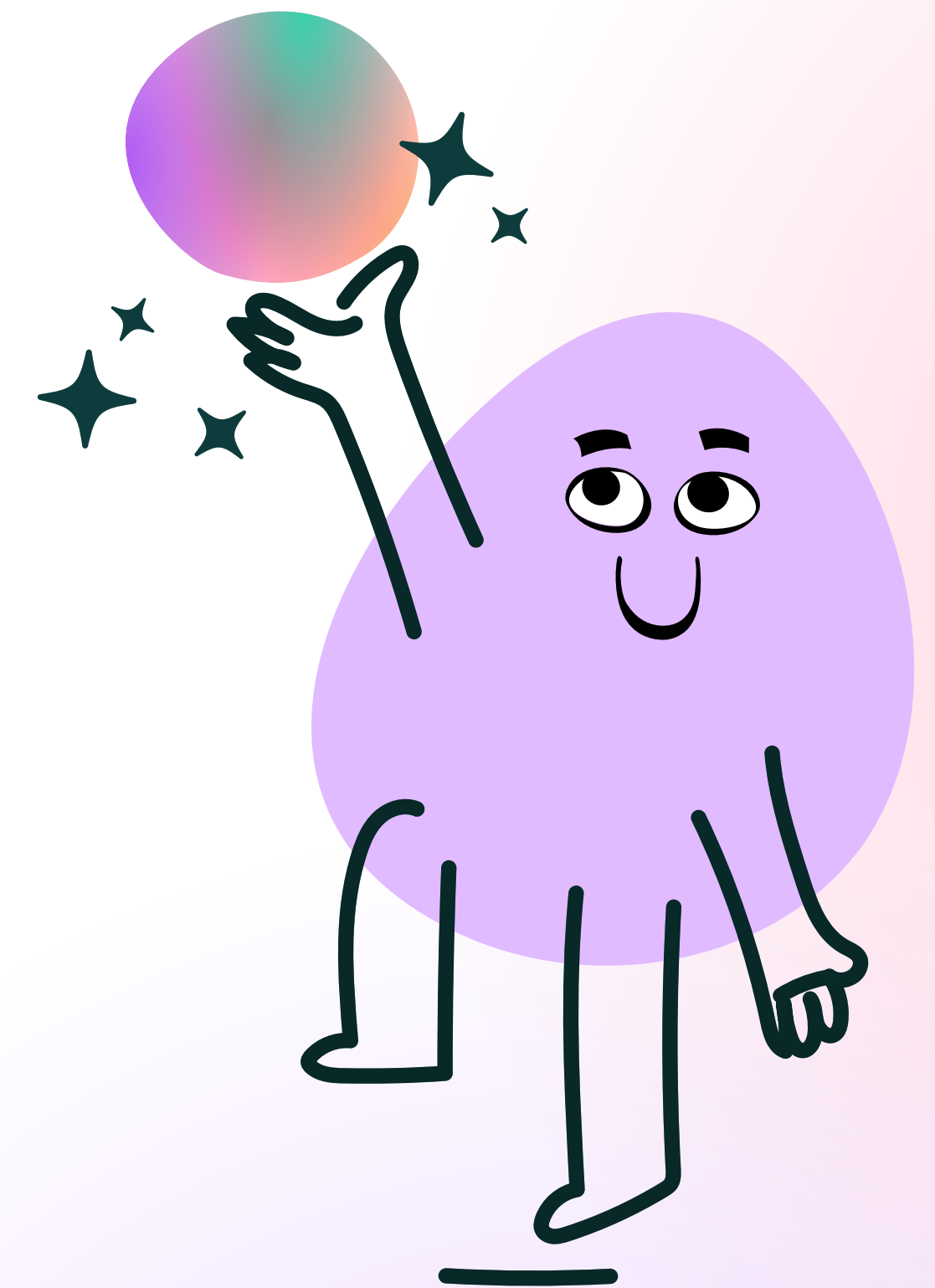
3

Behavioral data is the new playbook

Forbes calls it "the new gold," and for good reason—behavioral data is rapidly becoming a must-have rather than a nice-to-have. Already viewed as critical to improving AI initiatives by 67% of respondents, companies that effectively harness it report stronger alignment with customer needs and faster, more agile decision-making, ultimately guiding smarter strategies and enhancing user experiences. Who wouldn't want that?

4

Data will drag some down

The gap between collecting and using data isn't sustainable. Silos, poor usability, and slow insights are holding businesses back. Companies that close the gap will thrive, while others risk being buried by the weight of their own data.

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About Fullstory

Fullstory is on a mission to help technology leaders make better, more informed decisions by injecting behavioral data into their analytics stack. The company's patented technology unlocks the power of quality behavioral data at scale by transforming every digital visit into actionable data and insights. With Fullstory, enterprises can get closer to their customers' true sentiment and intentions to predict what they want, create personalized experiences, and drive conversion, loyalty, and revenue. For more information, visit **www.fullstory.com**.

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