



**BUSINESS PLAN**

# Your first chapter with Fullstory

Analyze user behavior and uncover the why behind the clicks with product analytics and qualitative insights fueled by AI-powered autocapture.

Get in touch with your Account Executive  
or visit [fullstory.com](https://fullstory.com) to learn more



# For teams that need total cross-functional clarity into their digital portfolio.



## Unmatched data capture

Automatically capture, index, and semantically structure the data behind every user action.

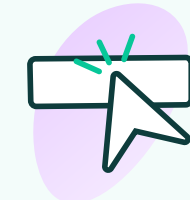
- Unstructured stream
- AI-assisted signals
- Instrumented events
- Unbiased, first-party data
- Mobile data capture (add-on\*)



## Robust product analytics

Analyze and act on web and mobile user behavior in digestible visuals.

- Dashboards & funnels
- Page flow analysis
- User segmentation
- Metrics and user trends



## Superior session insights

Watch replays to improve the customer experience and decrease time-to-resolution.

- Session replay
- Heatmaps
- Find & fix insights
- AI-powered session summaries
- Shareable session links



## Powerful data management

Move with agility using reliable data management, monitoring, and integrations.

- Data quality monitoring
- Data recommendations
- Retroactive data history
- Integrations, webhooks & APIs



## Industry-leading security & privacy

Reduce risk with robust privacy settings that never capture sensitive information.

- Sensitive data detection
- Configurable form privacy
- Persistent data encryption using AES-256 standards