fullstory

FEATURE OVERVIEW

FullStory's digital experience data engine

Accelerate your organization's digital transformation with complete Digital Experience Intelligence data

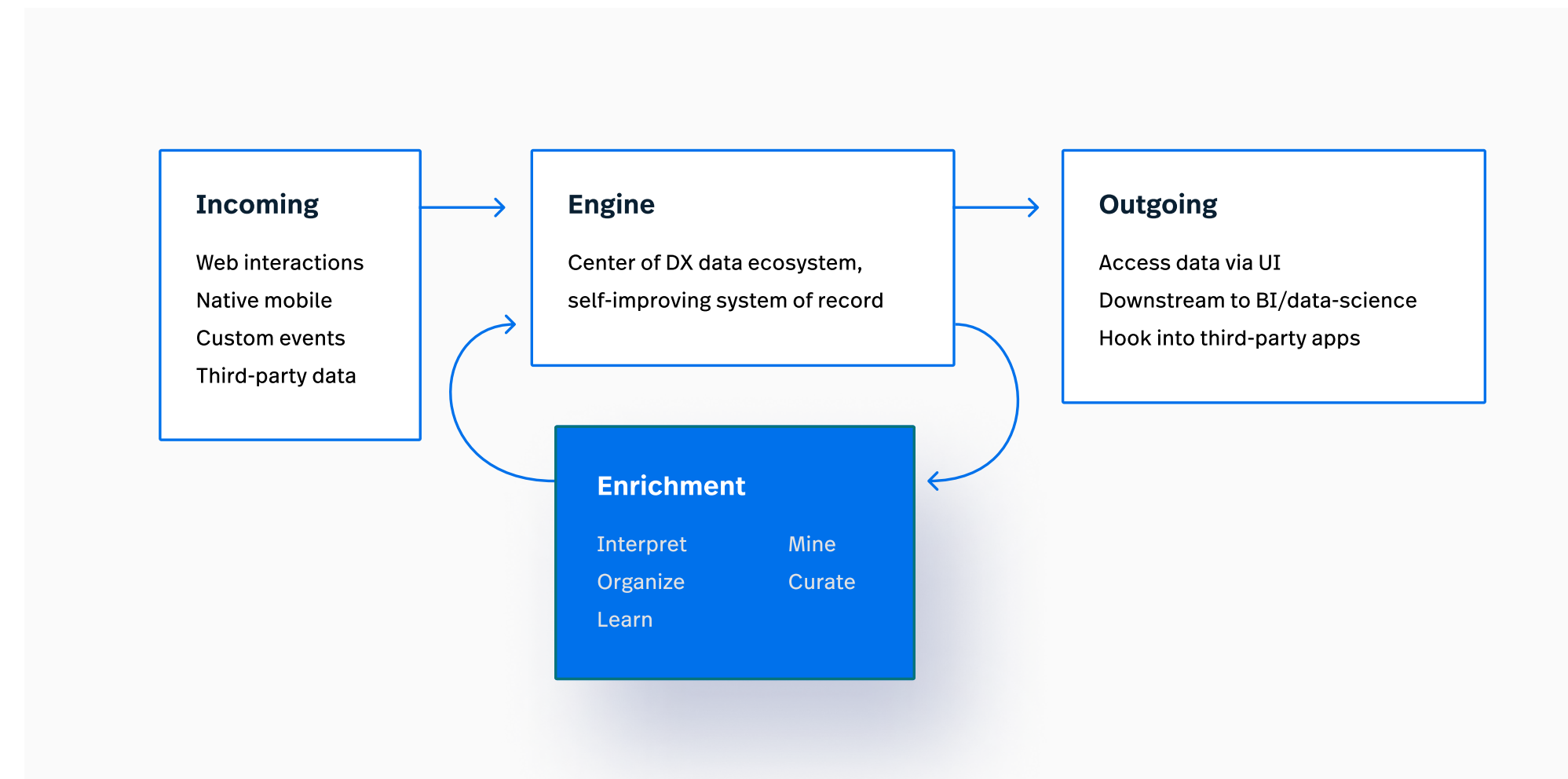# How complete digital experience data empowers business success

Just beneath the surface of FullStory's intuitive user interface is a powerful data engine, the foundation of our unique approach to collecting and analyzing digital experience data. This engine is what powers FullStory's Digital Experience Intelligence (DXI) platform: comprehensive, unsampled data ingestion and rich analysis, with low latency even at extraordinarily high scale.

Avoid the pitfalls of sampling and operationalize data

When you have instant access to all of your digital experience data, you can investigate important-but-rare events that a sampling method can miss altogether. Then, use session data in FullStory's Dev Tools to quickly prioritize and fix any issue that arises. Additionally, FullStory allows you to configure alerts and connect them to customized webhooks, powering real-time operations. Finally, the ability to export comprehensive training data for machine learning models means FullStory does the hard work of monitoring to ensure you're delivering the high-quality experience your users deserve.

Empower teams to iterate confidently

FullStory's easy-to-use DXI platform enables product teams to quickly find relevant, actionable insights. Product managers, engineers, UX designers, and customer experience teams can all use FullStory as a hub for DX data—ensuring that everyone is making decisions based on the same data. And by bringing together disparate data sources through a network of integrations and APIs, FullStory's Digital Experience Intelligence platform acts as the connective tissue of your DX tech stack.

Complete, connected data with no gaps

Many digital experience solutions claim to offer machine-generated insights, but make it unclear how—or if—these insights are derived from the data. FullStory takes a different approach. When FullStory surfaces insights, you can clearly see where it came from, and instantly validate it with individual user sessions.

Activate your data without manual instrumentation

By automatically collecting and structuring every user interaction on your website or app, FullStory's tagless system instantly provides complete session data—without requiring manual instrumentation. Rather than tediously tagging each element you wish to track, FullStory's complete data allows you to retroactively explore any hypothesis and answer questions you didn't know to ask.

Ready to learn more?

Request your demo of FullStory's Digital Experience Intelligence patform today at fullstory.com/demo.