RETAIL & ECOMMERCE

Turn every digital journey into a seamless shopping experience

Deliver smooth shopping across web and mobile.

Retailers succeed by turning browsers into buyers and building customer loyalty. Most tools only show what happened, not why. Fullstory helps teams understand the reasons behind every drop-off, error, and delay. With complete behavioral data across web and mobile, you can spot hidden friction early, fix issues quickly, and create a smooth shopping experience from start to finish.

MOO

CARMAX®

1·800 flowers

YANKEE CANDLE®

LOWE'S®

GAP

boohoo

MAMMUT

iHerb®

The Farmer's Dog

fullstory

Fix cart and checkout friction that costs sales

EMPOWER TEAMS TO:

✔ **Find and fix checkout flow blockers**

✔ **Recover lost revenue faster**

✔ **Build loyalty with smoother paths**

CHALLENGE

Small issues cause shoppers to abandon carts. Hidden clicks, bugs, and network errors quietly reduce revenue and trust when it matters most.

SOLUTION

Fullstory maps shopping flows to reveal why shoppers drop off. StoryAI highlights top problems and suggests fixes for rapid action and impact measurement.

OUTCOME FOCUSED EXAMPLE

One retailer reclaimed over 70% of revenue lost to a single checkout error after surfacing it with Fullstory.

YANKEE CANDLE®

Identifies over 400 unique opportunities across journeys

"Fullstory, allows us to quickly analyze at different segments of users, website metrics, and user flows to understand areas of the Yankee Candle site where users experience critical friction."

CXperts, Fullstory Partner

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Make A/B tests boost sales, not break them

EMPOWER TEAMS TO:

✔ **Understand the why behind results**

✔ **Catch issues that skew experiments**

✔ **Improve UX/UI with confidence**

CHALLENGE

Retail teams often test banners, carousels, promotions, and layouts to improve results. But if a test version has problems or technical issues, it can skew the results and hide the true effects of your changes.

SOLUTION

By combining test data with session replays, you can see how shoppers actually interact with your site. This helps your team know whether results are due to design changes or problems that need fixing.

OUTCOME FOCUSED EXAMPLE

A major retailer uncovered a broken test variant that was suppressing conversions and restored performance within hours.

DID YOU KNOW:

Shoppers are more engaged than ever. Time on site is up, visits last longer, and mobile use is surging. But instead of converting, users are getting stuck, signaling rising friction at key decision points.

Benchmark Report 2025

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Give support the context to help shoppers fast

EMPOWER TEAMS TO:

✔ **Cut handle time for agents**

✔ **Deflect unnecessary tickets**

✔ **Lift customer satisfaction**

CHALLENGE

When support teams don't have clear context, they waste time trying to recreate problems while customers are left waiting.

SOLUTION

Anywhere Activation links Fullstory session replays and StoryAI summaries to your support tools, so agents get instant insight into each shopper's experience. Advanced teams can also use this data to train AI and handle simple cases automatically.

OUTCOME FOCUSED EXAMPLE

Retailers like GAP reduce investigation time and deliver faster, more accurate resolutions that keep customers coming back.

GAP

10% faster access to session data for digital ops teams

"Fullstory enables teams to understand issues faster, resolve customer problems more quickly, and make data-driven decisions when problems arise."

Head of Mission Control (Digital Ops), Gap. Inc.

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Win peak season and every season

Behavioral data helps retail teams act fast, stay connected to shoppers, and create seamless experiences. Address issues early to protect conversions and keep customers coming back.

Busy times like Black Friday can bring big wins, but not without big risks. Fullstory helps your team stay ahead with:

- **Real-time personalization:** Trigger helpful offers or guidance while shoppers are still active on the site.

- **Proactive alerts:** Spot performance issues early, before they grow and impact sales.

- **One unified view:** Combine Fullstory data with your POS and CRM systems for a complete picture of each customer's journey, online and in stores.

Integrate with your favorite support tools

Plug Fullstory into your tech stack to collaborate with your colleagues on signals of user frustration, issues with site performance, or user confusion demonstrated in session links. Better serve your customers, and better support your team with a killer suite of tools.