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DATA DIRECT BY FULLSTORY

The next chapter of personalization starts with behavioral data

Introducing Data Direct by Fullstory. This standalone product offering gives a comprehensive view of behavioral data—connecting on-screen actions, like mouse hovers or screen taps with human sentiment and structuring that data for extensibility—making it possible to combine sources and systems to take advantage of user behaviors in real-time.

Understand the user sentiment behind your data

Only behavioral data makes it possible to understand the sentiment behind clicks, allowing you to **answer questions like:**

Why aren't visitors completing onboarding?

Why are buyers abandoning their carts?

What turned a frustrated user into a delighted, returning customer?
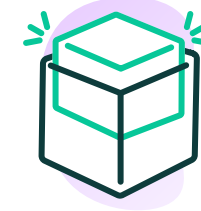
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Our AI-powered autocapture collects the highest-quality behavioral data set

Data behind every user action across your web and mobile apps is automatically captured, indexed, and semantically structured.

Then, it's synced directly into your data ecosystem through:

- Data warehouse integrations
- Streaming webhooks
- Individual visit APIs

Unmatched, patented data capture
Automatically log every aspect of your users' interactions across all website, product, and mobile application visits
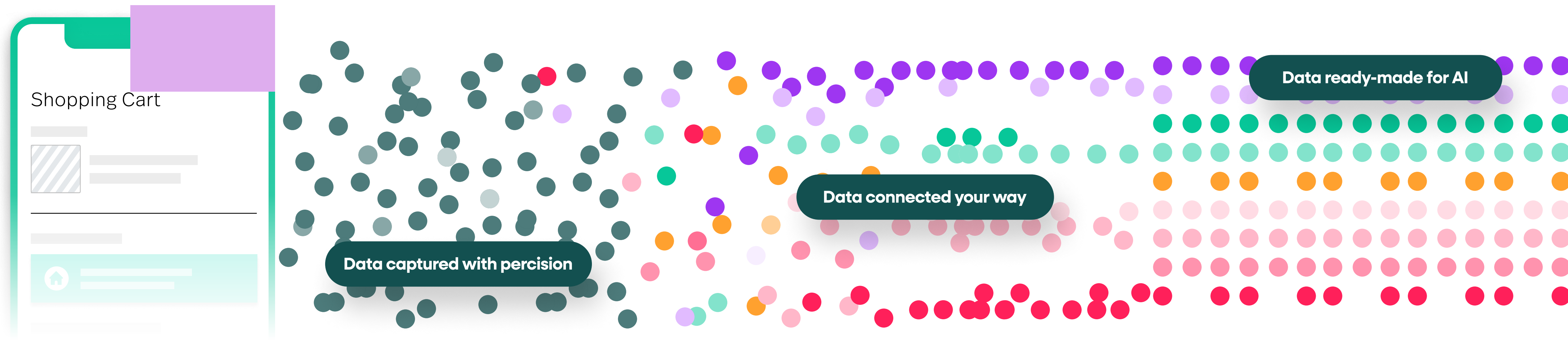
Highest quality, guaranteed
All data types–unstructured stream, AI-assisted signals, and instrumented events are semantically-structured making it ready for analysis or proprietary models

Never compromise user privacy
Sensitive user data is never gathered, so it's never a risk. Sensitive input types are automatically excluded, and while page structure and activity are recorded, your customers' private content is never logged

Shopping Cart

Data ready-made for AI

Data connected your way

Data captured with percision

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Solve your most complex challenges with new precision using Data Direct

Increase conversion rates with reduced cart abandonment

Gain trust and reduce risk with improved fraud detection

Grow revenue with sentiment signals to identify high-value customers

Complete your customer profiles with accessible behavioral data in your own ecosystem

- Access all of Fullstory's behavioral data–clean, structured, and ready-made for AI, no limits or restrictive sampling needed

- Operate with speed and confidence with real-time data that's never outdated or incomplete

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Trusted by the best as the frontrunner in behavioral data

See how brands are using Data Direct:

National grocery retailer targets user-specific discounting	This retailer leverages near real-time behavioral data for individual checkout sessions and triggers user-specific discounts–turning frustrated abandoners into delighted buyers
Top tier financial institution improves fraud detection	This FI surfaces imperceptible patterns from behavioral data in near real-time to expand triggers in their early warning systems to build more precise, faster fraud detection models
Leading web hosting platform maximizes expansion opportunities	This platform combines behavioral data with other sources, like CRM data, to enable more robust modeling, segmentation, and customer insights, all grounded in user sentiment

Get in touch with your
Account Executive or visit
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