



ADVANCED PLAN

Upgrade your plan, upgrade your analytics

Analyze user behavior and uncover the why behind the clicks with premium product analytics and qualitative insights.

Get in touch with your Account Executive
or visit fullstory.com to learn more



For companies looking to accelerate growth and enhance market responsiveness through data-driven decision-making.



Unmatched data capture

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

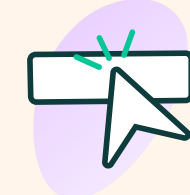
- Unstructured stream
- AI-assisted signals
- Instrumented events
- Unbiased, first-party data
- Mobile data capture (add-on*)



Premium product analytics

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

- Dashboards & funnels
- Conversion analysis
- Journey mapping
- Retention analysis
- Real-time metric alerts



Superior session insights

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

- Session replay
- Heatmaps and conversion maps
- 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