

fullstory + MOO

CUSTOMER STORY

**MOO accelerates  
issue resolution,  
increases  
conversions, and  
reduces drop offs  
with Fullstory**





## ABOUT

Founded in 2006 with a vision to shake up the print industry, MOO set out to offer expertly crafted print, promotional materials, and branded merchandise that are simple to design and order. Since then, the company has grown into one of the world's fastest-growing print businesses, with over 450 employees across the UK and US. Today, the company designs, manufactures, and sells products to customers around the globe.

## INDUSTRY

Retail & Ecommerce

## COMPANY SIZE

Mid-Market

## RESULTS

**67%**

Reduction in error rates on the beta product page

**38% → 50%**

Increase in users viewing 2 or more products

**12%**

Drop in checkout drop-off rates after optimizing user journeys

## Turning insights into action

Fullstory gave MOO the ability to act quickly on the data it uncovered. For example, using Fullstory's insights, MOO was able to make data-driven changes to their beta product page, which led to significant improvements:

- Error rates decreased by 67%
- Drop-off rates reduced from 41% to 29%
- Users viewing two or more products increased from 38% to 50%

## Accelerating error resolution

By gaining easy access to user insights, MOO dramatically reduced the time spent understanding user behaviors and debugging issues. What once took weeks or months to identify and resolve was now streamlined into days, allowing the team to act quickly and improve the overall customer experience in real-time.

## Supporting future growth

Fullstory has been critical in supporting the launch of MOO's new Branded Merchandise platform, as well as other key initiatives. The company plans to extend Fullstory access to other departments, like Marketing and Customer Support, to further integrate data-driven insights across the organization.



*“With Fullstory [...] there is a whole level of detail you wouldn't get elsewhere in terms of what users did and where they went next.”*

Alastair Tremlet  
Senior Product Manager, MOO



*“Fullstory is really key to ROI for us.”*

Ryan Chana  
Head of Global Revenue Operations, MOO