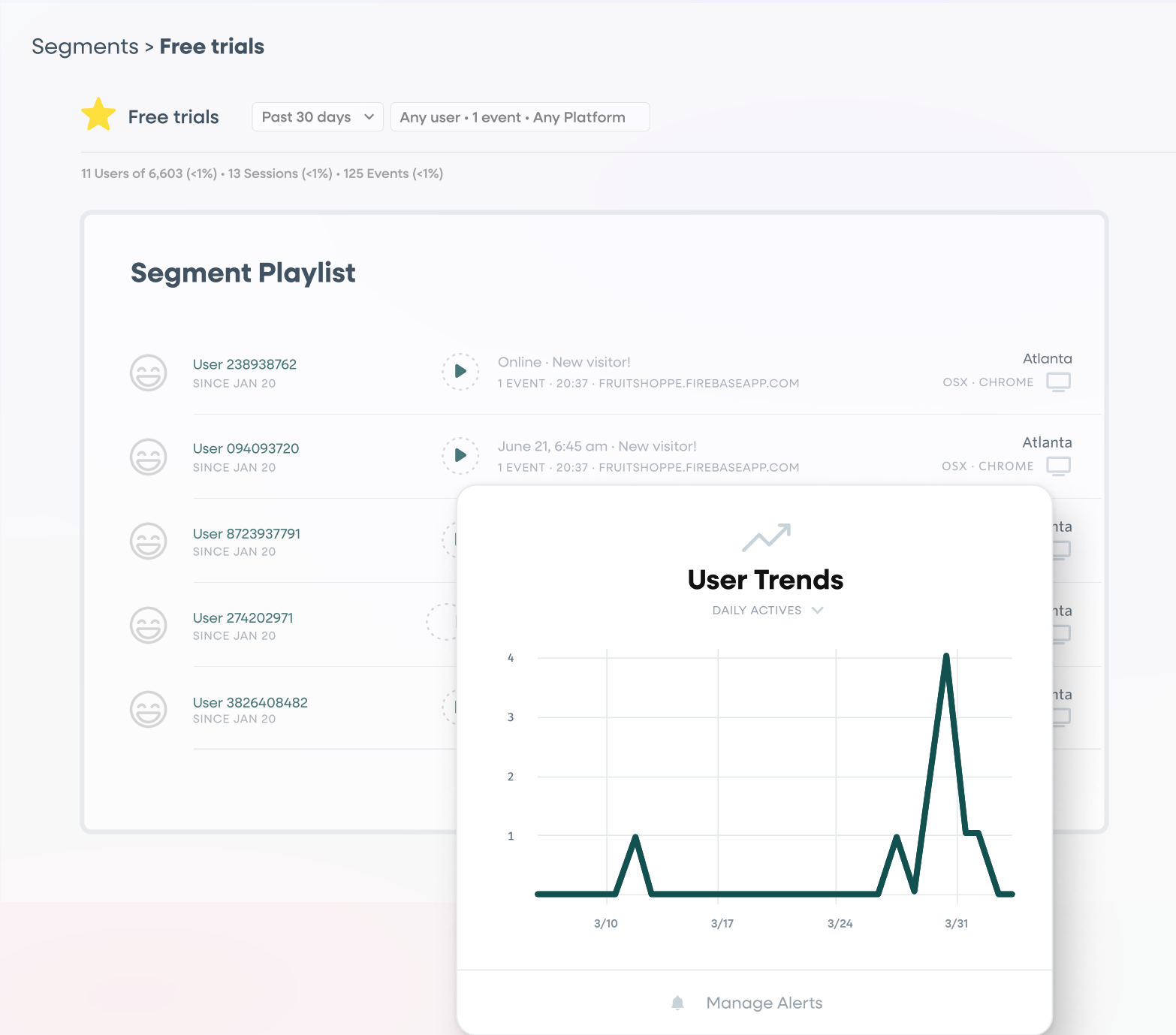


SOFTWARE & TECH

# Win new customers

When sign-up forms break or onboarding steps fail, revenue slips away. Every moment of friction increases acquisition cost and reduces pipeline.



## FULLSTORY SOLUTION

Fullstory gives SaaS teams real-time behavioral visibility across sign-up, checkout, and onboarding flows. Metrics, funnels, and session replay show where friction starts so teams can fix issues fast and turn more prospects into paying users.

## MEANINGFUL OUTCOMES

- ✓ **Higher conversion**
- ✓ **Fast fixes for onboarding issues**
- ✓ **Protect marketing investments**

## WHAT WE SOLVE



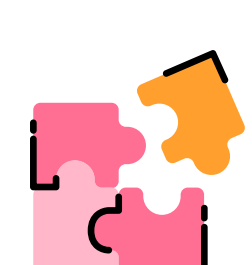
### Detect conversion blockers

Find where prospects struggle during sign-up or onboarding and understand why they drop off. No recreating issues, no guesswork.



### Recover lost revenue

See how many users were affected, how much pipeline is at risk, and fix high-impact issues fast.



### Protect confidence in every test

Validate experiment results with real behavior and sentiment, not just macro metrics. Know whether a change helped or introduced new friction.