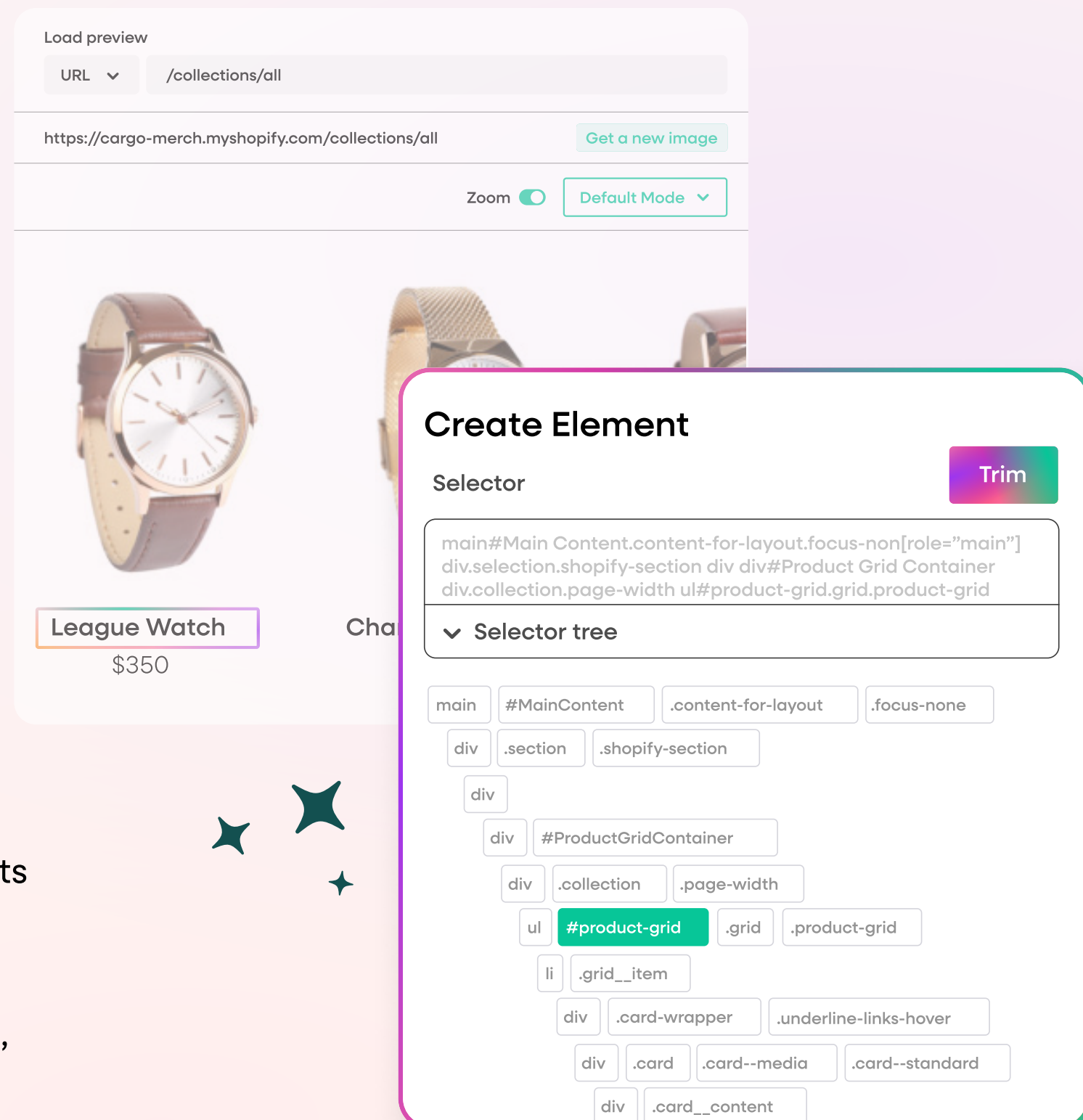# fullstory

DATA & ANALYTICS

Scale data quality without manual instrumentation

As websites and apps evolve, tracking often falls behind. New UI elements are missed, events get renamed, and outdated tags create inconsistent reporting. Teams spend valuable time fixing instrumentation instead of analyzing behavior. This slows experimentation, limits self-serve analysis, and increases reliance on engineering.
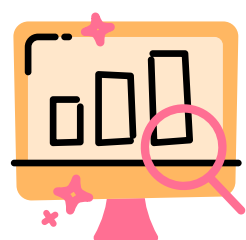

FULLSTORY SOLUTION

Fullstory uses AI to generate structured, consistently named behavioral events automatically. Teams get clean data that stays accurate as experiences change. Analysts can explore new releases, test ideas, and answer questions immediately. Retroactive capture ensures that data remains complete, even when tracking was not planned in advance.
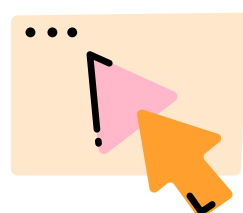
MEANINGFUL OUTCOMES

✔ **Stable event tracking**

✔ **Faster testing and insights**

✔ **Less tagging maintenance**

WHAT WE SOLVE

Consistent data across product changes

Clean behavioral events reduce duplicate definitions and keep data trustworthy as new features roll out.

Less tracking debt

Analysts spend less time requesting, validating, and debugging tags and more time focusing on analysis.

Better modeling and reporting

Consistent naming and structured data make it easier to export to BI tools and warehouses without cleanup.

INTEGRATIONS