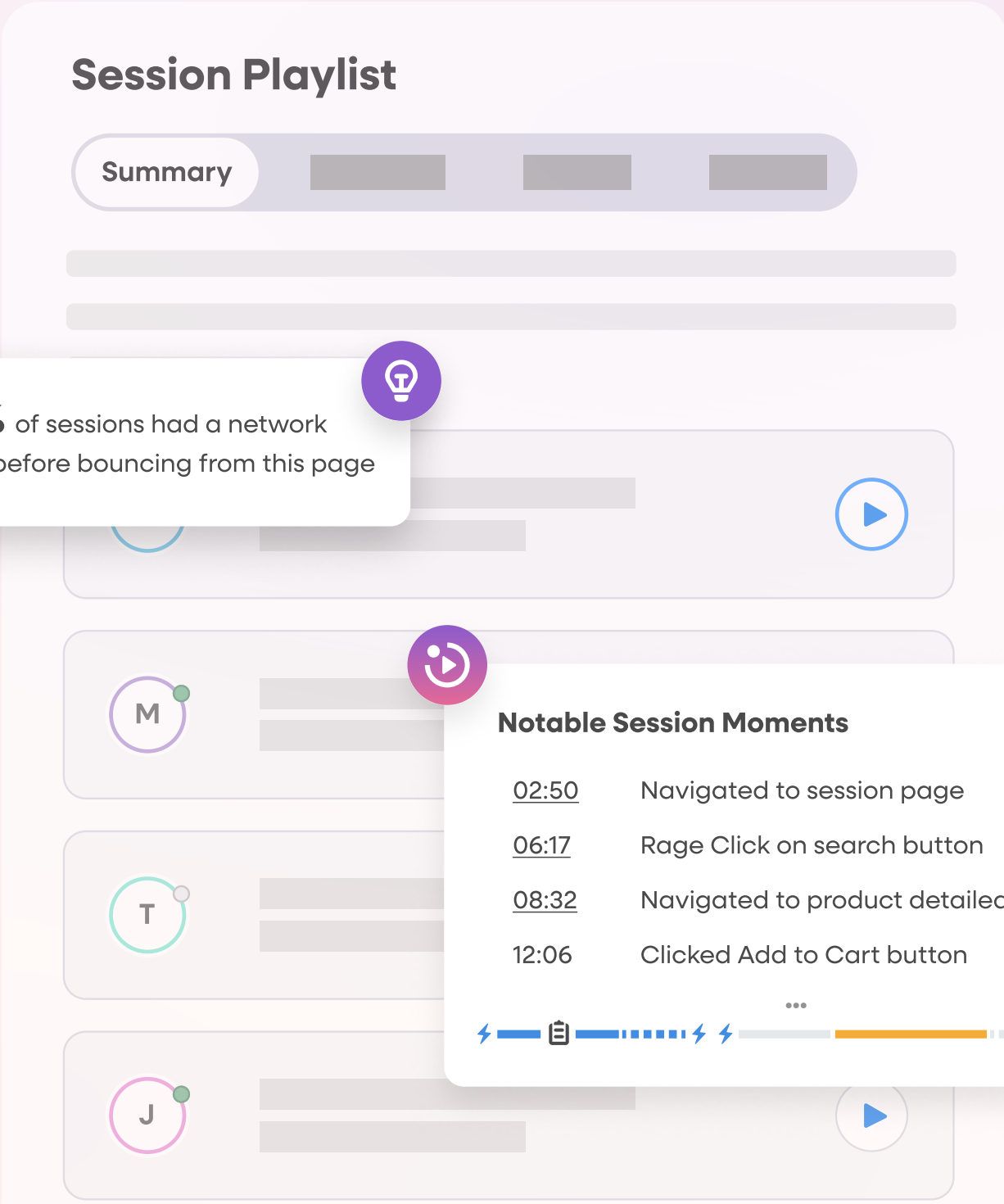
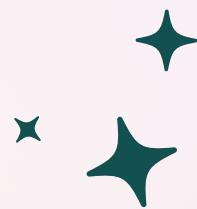


PRODUCT & ENGINEERING

Prioritize what matters most

When everything feels urgent, it's hard to know which issues or improvements truly drive impact. Product and Engineering teams need more than anecdotal feedback—they need clear data showing where users struggle, what's blocking revenue, and which fixes will move the needle most.

Fullstory connects behavioral data to business outcomes, giving teams the clarity to focus their time and resources where they'll make the biggest difference.



FULLSTORY SOLUTION

Fullstory automatically ties friction and error patterns to measurable outcomes like conversion, completion, or retention. Product can see which drop-offs affect key flows, while Engineering quantifies the cost of each issue in lost users or performance hits. StoryAI surfaces the trends with the highest impact so teams can align priorities and make informed roadmap decisions.

MEANINGFUL OUTCOMES

- ✓ Align on what drives value
- ✓ Reduce time debating priorities
- ✓ Behavioral data drives decisions

WHAT WE SOLVE



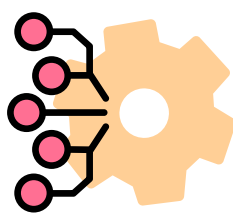
Unclear impact

Behavioral data links every issue or improvement to measurable results.



Misaligned priorities

Shared visibility helps Product and Engineering agree on what matters most.



Wasted effort

Teams focus development time where it drives the greatest return.

