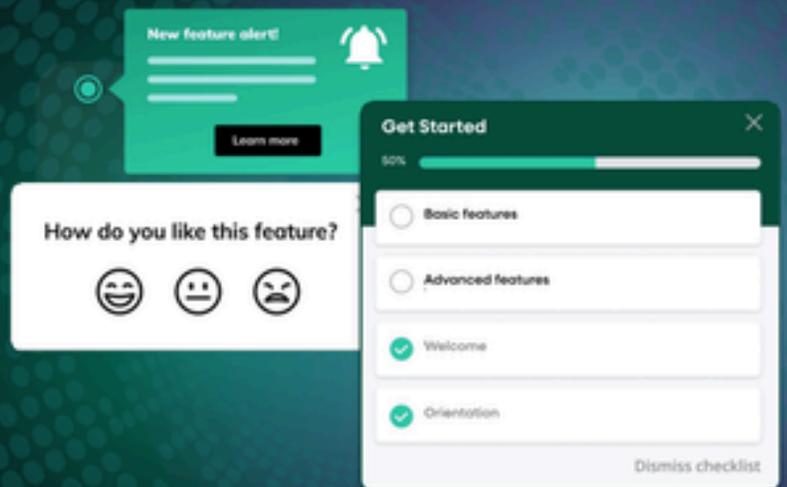


INTRODUCING

Guides and Surveys



THE END OF INSIGHT LATENCY TAX

You see a critical drop-off in your purchase funnel. You know exactly what is happening and where. But acting on it is a slow, disconnected nightmare. Your team waits hours for data to sync to a separate adoption platform, only to launch a generic, noisy guide to a broad audience. This delay between insight and action is a direct tax on your business, costing you conversions and frustrating your customers.

Fullstory is eliminating that tax for good. With our integrated Guides and Surveys, we're eliminating the data silos and workflows that prevent you from helping your customers. Our platform allows you to observe user behavior, launch targeted guides, and measure the results, all in one connected experience.



STUCK IN A DISCONNECTED WORKFLOW?

Does this sound familiar? Your teams are stuck in a frustrating loop:

- **Toolsprawl & wasted spend:** Your tech stack is working against you, forcing inefficient workflows across disconnected tools to launch generic, ineffective guides.
- **Slow time-to-action:** Pinpointing a user's struggle in a session replay, only to file a ticket and wait weeks for a fix while losing customers.
- **Guessing at the "why":** Relying on behavioral data alone shows you what users do, but leaves you guessing at their motivation and context.
- **Generic, ineffective messaging:** Annoying users with generalized product tours that get ignored because they lack behavioral context.

Where insight and action unite

Your challenge	How Guides and Surveys solves this
Acting on insights is slow and requires engineers	Launch with speed and autonomy. Remove the engineering bottleneck from deploying guides. Fullstory's automatic DOM indexing empowers anyone on your team to launch targeted campaigns without developer help, moving from insight to action in minutes, not sprints.
You can't prove the ROI of your efforts	Measure your impact with integrated analytics. Close the loop by connecting campaign performance directly to user sessions and your core business metrics, proving the value of your improvements.
Your feedback lacks context	Understand the 'why' behind the 'what'. Dramatically boost survey response rates by launching contextual, embedded surveys. Connect every piece of feedback directly to the user's session replay to see exactly what they experienced.
Generic messages get ignored	Deliver targeted, personalized guidance. Maintain brand consistency with customizable campaigns and leverage rich behavioral data to ensure the right message reaches the right user at the moment users need help.

GO BEYOND LEGACY DAPs

Where other Digital Adoption Platforms are blunt instruments, Fullstory is a scalpel. Instead of forcing you to manually tag everything, our Fullcapture technology means your data is complete from day one, empowering powerful retroactive analysis without any manual setup. This allows you to use deep behavioral signals, not generic page-load triggers, to power surgical and contextually relevant guidance.

This means you can move beyond generic campaigns and solve specific, high-impact problems with precision:

- **The funnel drop-off rescue:** When users drop out of your purchase funnel, stop guessing and start acting. Target that exact segment on their next visit with a guide to nudge them back on track or a micro-survey asking, "What stopped you today?"
- **The "silent update":** After a UI change, use retroactive data to find everyone who used the old element. Target a guide only to them, explaining the change to prevent confusion and support tickets.
- **The "error state" survey:** A user hits a "404" error page. Fullstory lets you automatically survey every user who experienced it to understand what they were trying to accomplish, turning a broken experience into a list of fixes stack-ranked by revenue impact.

ONE PLATFORM TO DRIVE IMPACT ACROSS YOUR BUSINESS

This is about more than building a better product; it's about programmatically recovering revenue. By unifying analytics and action, you create an automated friction recovery engine. When you identify a point of friction, such as a drop-off in your purchase funnel, you can automatically deploy a targeted guide or survey to that exact user segment on their next visit. You aren't just hoping for a better experience; you are actively recovering revenue that would have been lost to UI friction.



Ready to stop paying the insight latency tax?
Request a **demo today.**