

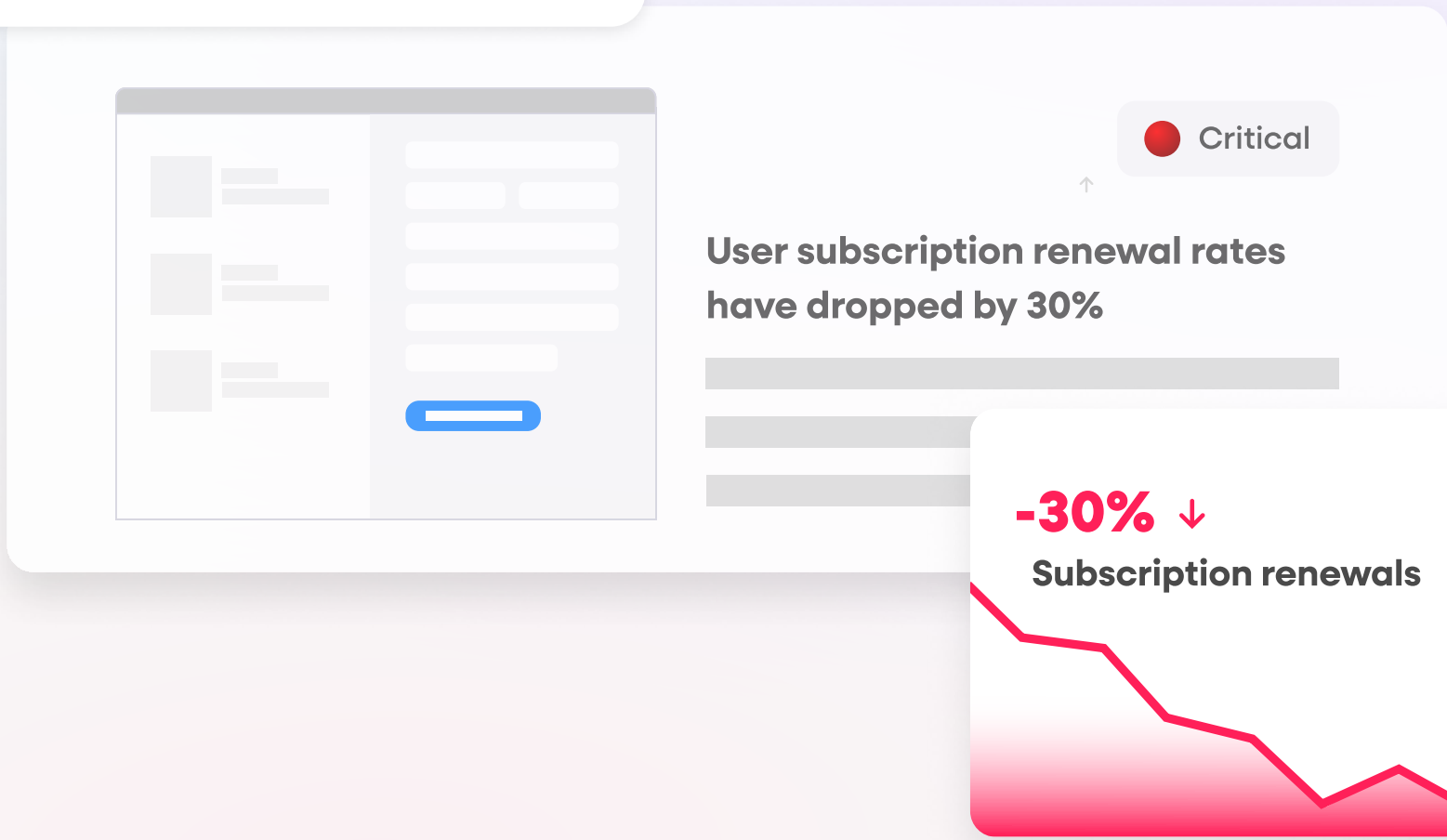


86 Opportunities to lift your overall conversion rate.

SOFTWARE & TECH

Grow existing customers

SaaS growth depends on adoption. When users struggle to learn new features or abandon mid-flow, product teams often lack clarity.



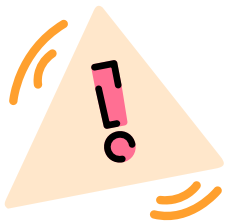
FULLSTORY SOLUTION

Fullstory shows how real users engage with product features and experiments. Teams validate behavior instantly, uncover usability patterns, and prioritize improvements that drive expansion.

MEANINGFUL OUTCOMES

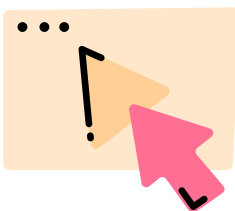
- ✓ Increased feature adoption
- ✓ Faster experimentation cycles
- ✓ Smarter product prioritization

WHAT WE SOLVE



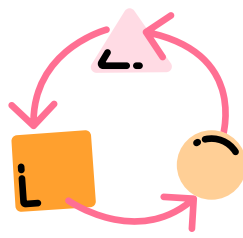
Validate what works

See which features drive repeat use, which experiments win with real customers, and where friction still blocks value.



Shorten the path to value

Uncover the steps that slow onboarding and activation. Remove dead ends, reduce confusion, and help new users succeed sooner.



Increase expansion potential

Identify high-value behaviors that correlate with upgrades and seat growth. Prioritize improvements that raise product stickiness.