



INDUSTRY

Retail

COMPANY SIZE

Large Enterprise

USE CASES

Data democratization, Troubleshoot DX issues, Maintain site performance



Fullstory enables teams to understand issues faster, resolve customer problems more quickly, and make data-driven decisions when problems arise."



Patrick McBride
Head Of Mission Control (Digital Ops)
Gap, Inc.

Gap Inc. gains a better understanding of customers' shopping experiences without compromising site speed

Ability to troubleshoot in real time

Within weeks of implementing Fullstory, Gap Inc. was able to troubleshoot and resolve issues occurring on their site, even outside standard business hours. Utilizing Fullstory's self-serve DXI data and contextual session insights, Gap Inc. swiftly diagnosed problems and prioritized necessary fixes without the need for professional support, saving valuable time and revenue. Compared to other analytics tools, Fullstory's quick and easy implementation, along with robust integrations, allowed Gap Inc. to connect the platform seamlessly with their existing tech stack, enabling access to valuable session information in real-time.

Quick implementation and robust integrations network

Compared to other analytics tools used or tested by Gap Inc., implementing Fullstory was quick and easy, requiring no custom tagging or manual instrumentation. Additionally, Fullstory's out-of-the-box integrations allowed Gap Inc. to connect the platform to their existing tech stack in ways that were impossible with their former analytics tool.

RESULTS

10%

Time saved for digital operations team

12mins

Faster session visibility than competitors

200

Active Fullstory users across Gap Inc.

[Read more at Fullstory.com](#) →