fullstory

INTRODUCING

StoryAI

Your always-on team of agent analysts turning behavioral data into actionable insights
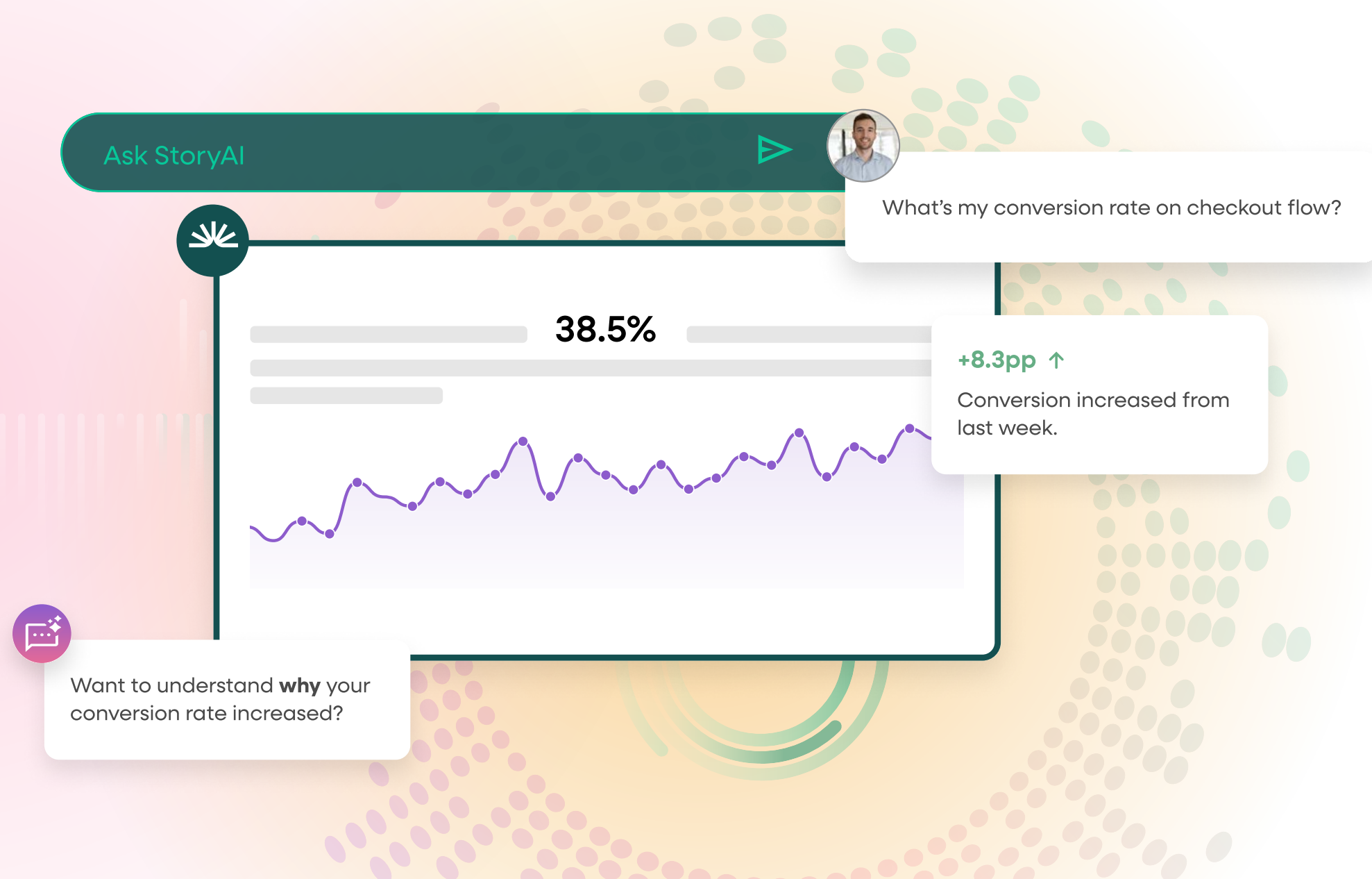
Ask StoryAI

Opportunities

Summaries

What is StoryAI

StoryAI is the intelligence behind Fullstory, powering the platform with AI-driven insights that surface hidden opportunities, predict behavior, and eliminate guesswork from data analysis.

Unlike AI assistants that are tacked onto other analytics tools, StoryAI is seamlessly embedded into every Fullstory product, enhancing workflows by automating session reviews, answering key questions, and uncovering revenue opportunities.
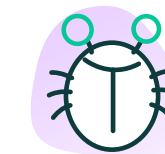
Ask StoryAI

What's my conversion rate on checkout flow?

38.5%

+8.3pp ↑
Conversion increased from last week.

Want to understand **why** your conversion rate increased?

THE PROBLEM:
TOO MUCH DATA, TOO LITTLE ACTION

70% more data is generated each year, but
74% of companies struggle to make it actionable.

Teams waste time searching for answers. They sift through dashboards, session replays, and reports, slowing decision-making.

Issues go unnoticed until it's too late. Friction and churn impact revenue before teams have a chance to react.
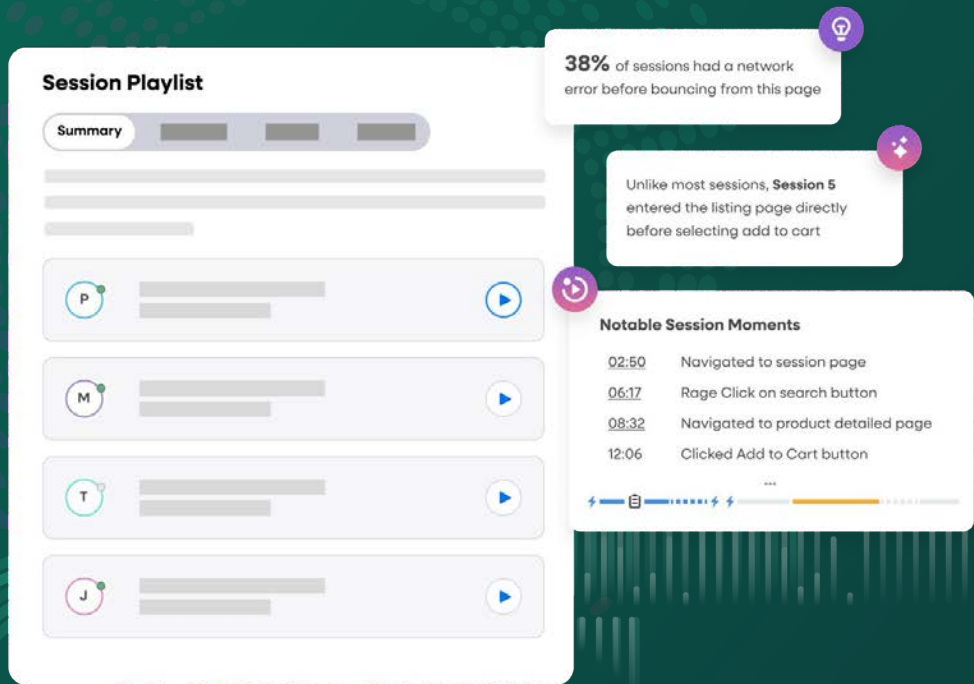
Most analytics tools lack direction. They show what happened but don't help teams understand what to do next.

Let StoryAI do that!

StoryAI does the work for you, helping teams move faster, optimize smarter, and make decisions that drive real business impact.
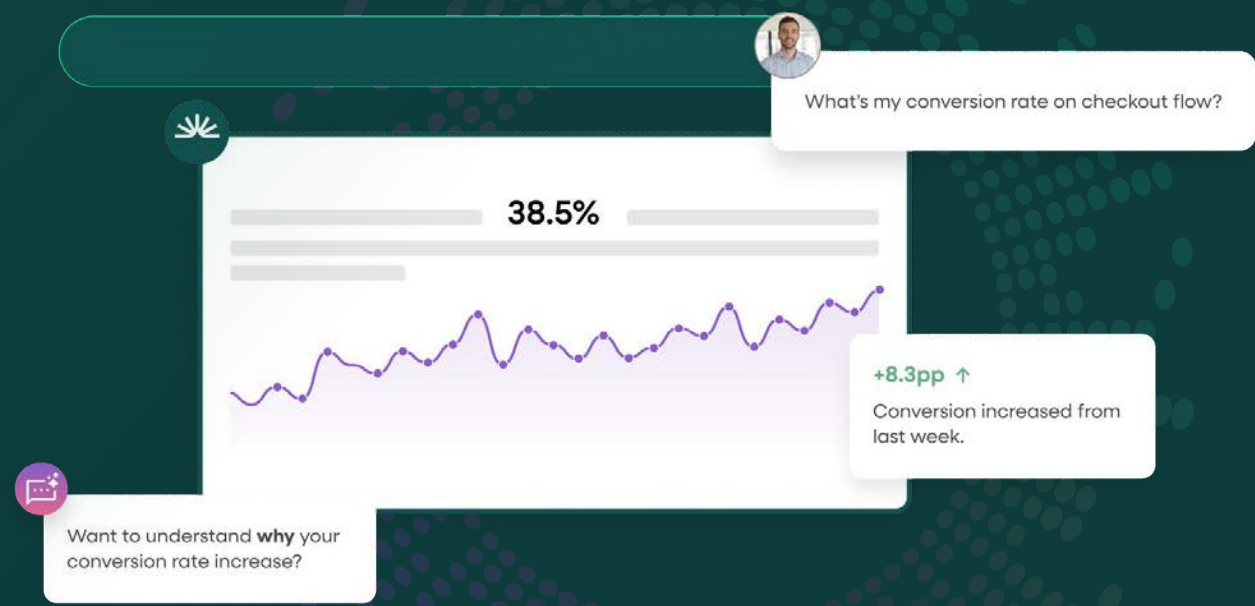
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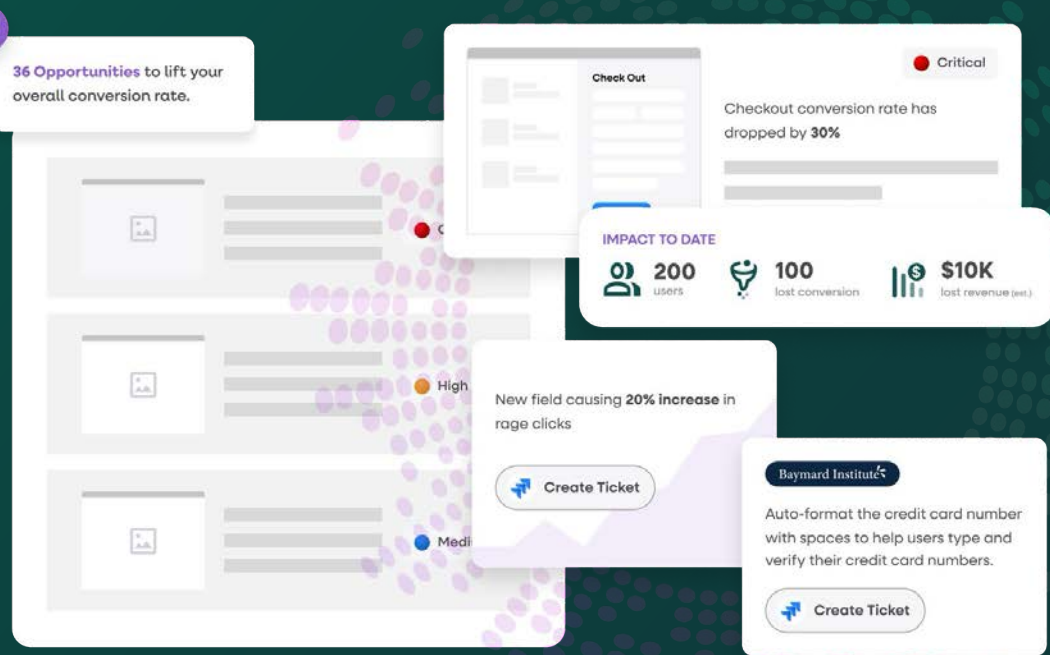# Changing everything you know about experience analytics

Summaries

AI distills sessions into key takeaways, identifying which sessions are important.

Ask StoryAI

AI analyst delivering tailored, data-backed insights

Opportunities

AI finds both problems to solve and potential for growth.

How StoryAI compares to other AI analytics

	Fullstory	Other tools
Fully-integrated AI	Y	N
Predictive and proactive AI insights	Y	N
Multi-session summaries	Y	N
Finds friction and growth potential	Y	N

How teams use StoryAI

PRODUCT + DIGITAL TEAMS

See where users drop off, why they struggle, and how to improve experiences—instantly.

ENGINEERING TEAMS

Detect technical friction before users even complain.

DATA TEAMS

Develop answers for stakeholders with lightning speed and shift focus from investigation to innovation.

E-COMMERCE + GROWTH TEAMS

Reduce checkout abandonment and optimize revenue-driving moments.

Privacy and security: AI you can trust

Keeping your data secure isn't just a promise—it's how we operate. Our AI surfaces insights without exposing PII or compromising privacy. We never collect sensitive data, and with **enterprise-grade security (SOC 2, GDPR, CCPA)**, your data stays encrypted and protected at every level.

AI done right = smart insights with no risk

ISO 42001 CERTIFIED – THE GLOBAL AI SECURITY STANDARD

Fullstory is the first in our space to earn ISO 42001 certification, ensuring AI is built with transparency, accountability, and privacy at its core.

- **No PII exposure.** StoryAI surfaces insights without collecting sensitive user data.

- **Enterprise-grade security.** SOC 2, GDPR, and CCPA compliant.

- **AI that's smart and responsible.** Insights without risk.

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The authority in behavioral data

Established in 2014

3,000+ customers

Customers in 50+ countries

12 patents & 18 pending

8+ trillion events captured & indexed
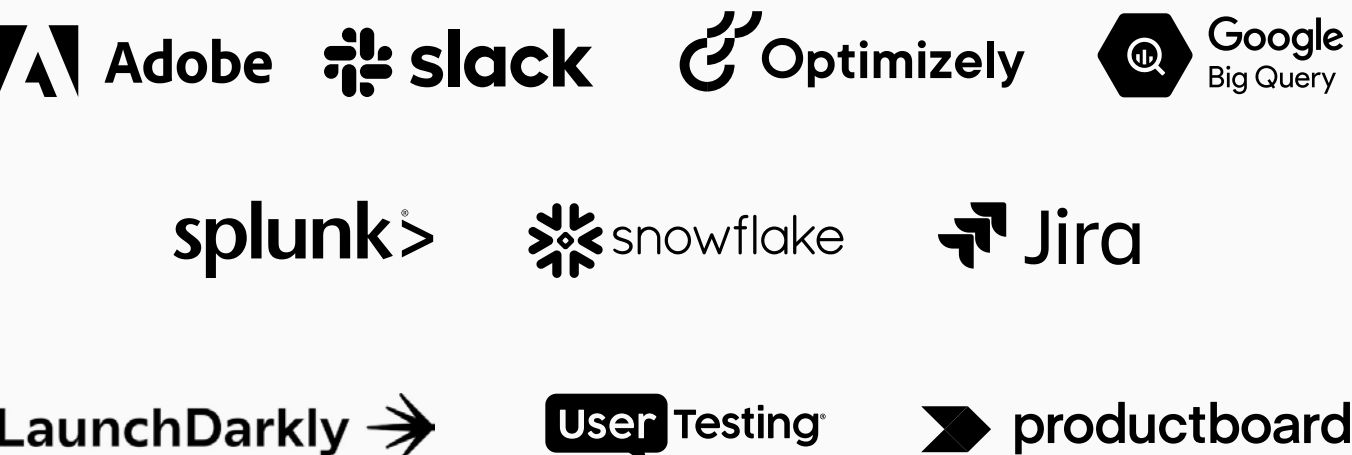
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Integrations that fuel innovation

Adobe · slack · Optimizely · Google Big Query

splunk> · snowflake · Jira

LaunchDarkly · User Testing · productboard

Privacy isn't just a priority, it's our philosophy

AICPA SOC · ISO 27001 CERTIFIED A-LIGN

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