



FULLSTORY FOR DATA TEAMS

# Lead a data team whose value speaks for itself

## Behavioral data ready-made for you

A data leader's value is only as clear as the data they operationalize for the business. Fullstory's behavioral data platform automatically collects the highest-quality behavioral data set, and makes it accessible and actionable to your team. Data teams can translate the data they collect into immediate value for their audiences—no matter their level of data literacy.





# Data leaders face hurdles to prove their teams' success

44%

“Less than half of data and analytics leaders reported that their teams are effective in providing value to their organization.” –Gartner CDAO Effectiveness Diagnostic

## Common challenges of data leaders

### DATA COLLECTION

More than just gathering data—it's ensuring that the data collected is relevant and high quality to support data-driven decision making across the business

### DATA SILOS

Isolated data sets complicate collaboration and decisions, result in lack of transparency and efficiency, and hinder cross-team knowledge sharing

### DATA LITERACY

Gaps in data literacy and effective communication about data affects strategic initiatives and strains relationships between data teams and others

### ORG DESIGN

Disjointed org alignment affects collaboration between data team members and the broader business, resulting in inefficiency and inconsistent methods

### CULTURE & LEADERSHIP

Robust data cultures extend beyond having the right tools and tech—leaders must cultivate an environment where every decision starts with data

# The right data solution can help you clear hurdles

Fullstory helps technology leaders make better, more informed decisions by injecting behavioral data into your analytics stack. Our patented technology unlocks the power of high quality behavioral data at scale by transforming every digital visit into actionable data and insights, ready-made for your teams and beyond.



# Become the data hero your business needs

Shift from the end of the data collection assembly line to strategic functions of your business. **Rely on Fullstory's behavioral data to:**

- **Train ML/AI models** to interpret user behavior and semantics
- **Personalize user experiences** in real-time, like recommending relevant products or targeting timely user-specific discounts
- **Get alerts** when bugs and issues arise to quickly resolve and mitigate them
- **Watch replays** of how users interact with digital properties to improve user journeys
- **Improve fraud detection** models with real-time patterns from behavioral data

# Data literacy, not data collection, is the key

Techniques to translate your team's data into tangible value for other leaders are limited. You may try to do this in these ways, but fall short:

✘ Solve with AI, but it's not robust enough

✘ Rely on an insights team, but this is slow and manual

**Fullstory's behavioral data can enrich AI systems or help insights teams understand data across data literacy levels.**

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*We use [Fullstory] to inform ML models so that we could understand the actions that users were taking on the path to conversion. Once we understood those paths, we'd be able to replicate the journeys for more users.”*



Allie Wolff,  
Benchmark Email

