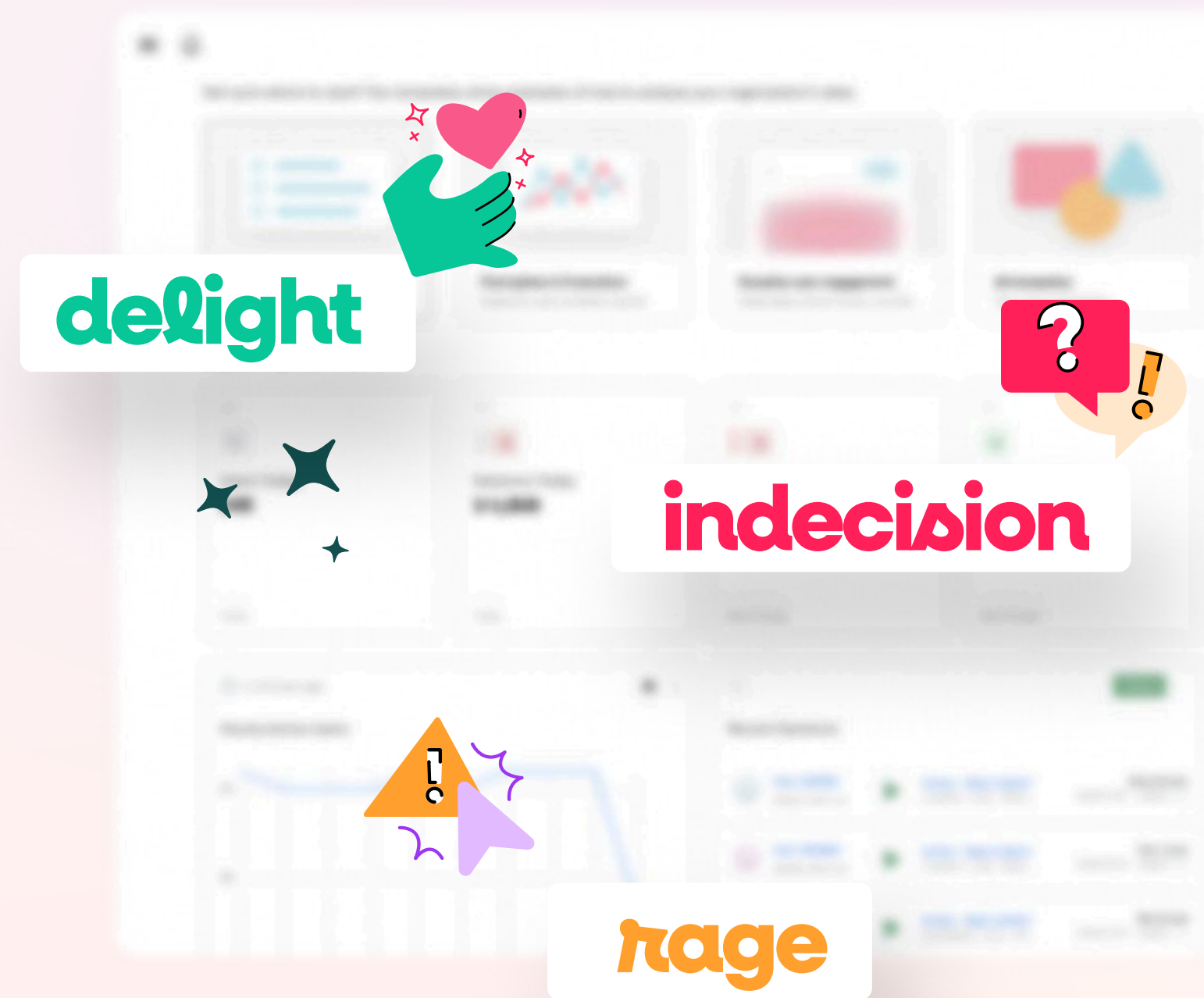


DATA & ANALYTICS

Turn sentiment into measurable action

Analysts know what users did, but traditional dashboards rarely explain why they acted that way. Without sentiment signals, teams miss the emotional context behind rage clicks, hesitation, confusion, or delight. This makes it harder to diagnose friction, prioritize fixes, or prove which improvements actually changed user behavior.



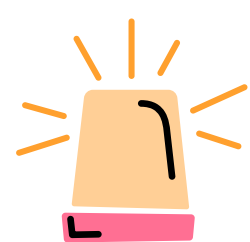
FULLSTORY SOLUTION

Fullstory blends behavioral data with AI-powered sentiment signals such as rage clicks, dead clicks, indecision, and frustration. Analysts see where users struggle and how often it happens, then validate improvements with real data. Session replay provides full context so teams can understand intent, share evidence, and build experiences that meet user expectations.

MEANINGFUL OUTCOMES

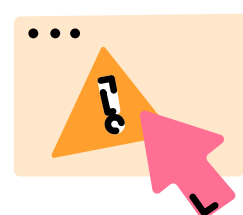
- ✓ **Visibility into frustration**
- ✓ **Better prioritization**
- ✓ **Proof of impact for every fix**

WHAT WE SOLVE



Surface hidden friction

AI highlights patterns that traditional analytics overlook, including confusion, hesitation, or silent errors.



Prioritize work based on real user signals

Teams see how many users are affected and how sentiment influences conversion, retention, or support volume.



Validate improvements with confidence

After fixes roll out, sentiment changes can be tracked to confirm whether the experience actually improved.