

Unlock the power of behavioral data

Behavioral data helps you go beyond the ‘what’ by revealing the ‘why’ behind customer actions, empowering you to create better, more personalized experiences that drive real results.

THE PROBLEM

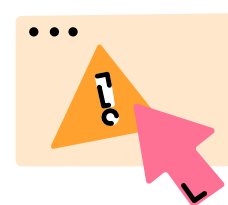
You’ve got mountains of data telling you what your customers do, but **without behavioral data, you don’t know why they do it.**

65% of leaders say taking action based on insights from data is a challenge.



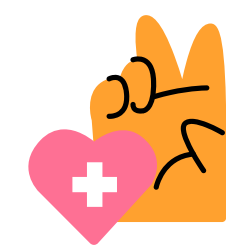
Missed opportunities

Roughly 30% of clicks on a website lead to an error.



Costly errors

14% of customers abandon purchases after encountering an error.

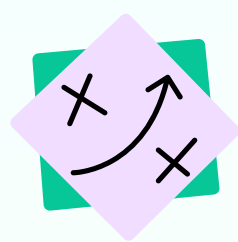


Limited customer engagement

44% of customers bounce from a website after viewing just one page.

THE SOLUTION

Behavioral data helps you see beyond surface-level metrics and uncover the sentiment behind customer actions.



Data teams can spur digital transformation with sentiment-centric context. By linking customer behavior with sentiment, they can prioritize actions that drive engagement and loyalty.



Product teams can make trustworthy, data-driven product decisions. Behavioral data helps them focus on features users love, ensuring updates align with real-world needs.



"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.

UNLOCK NEW POSSIBILITIES WITH A BEHAVIORAL DATA PROGRAM

✓ **DECREASE CART ABANDONMENT**

✓ **DETECT FRAUDULENT ACTIVITY**

✓ **IMPROVE USER JOURNEY**

✓ **BUILD TRUST & LOYALTY**

✓ **FOSTER A DATA-DRIVEN CULTURE**