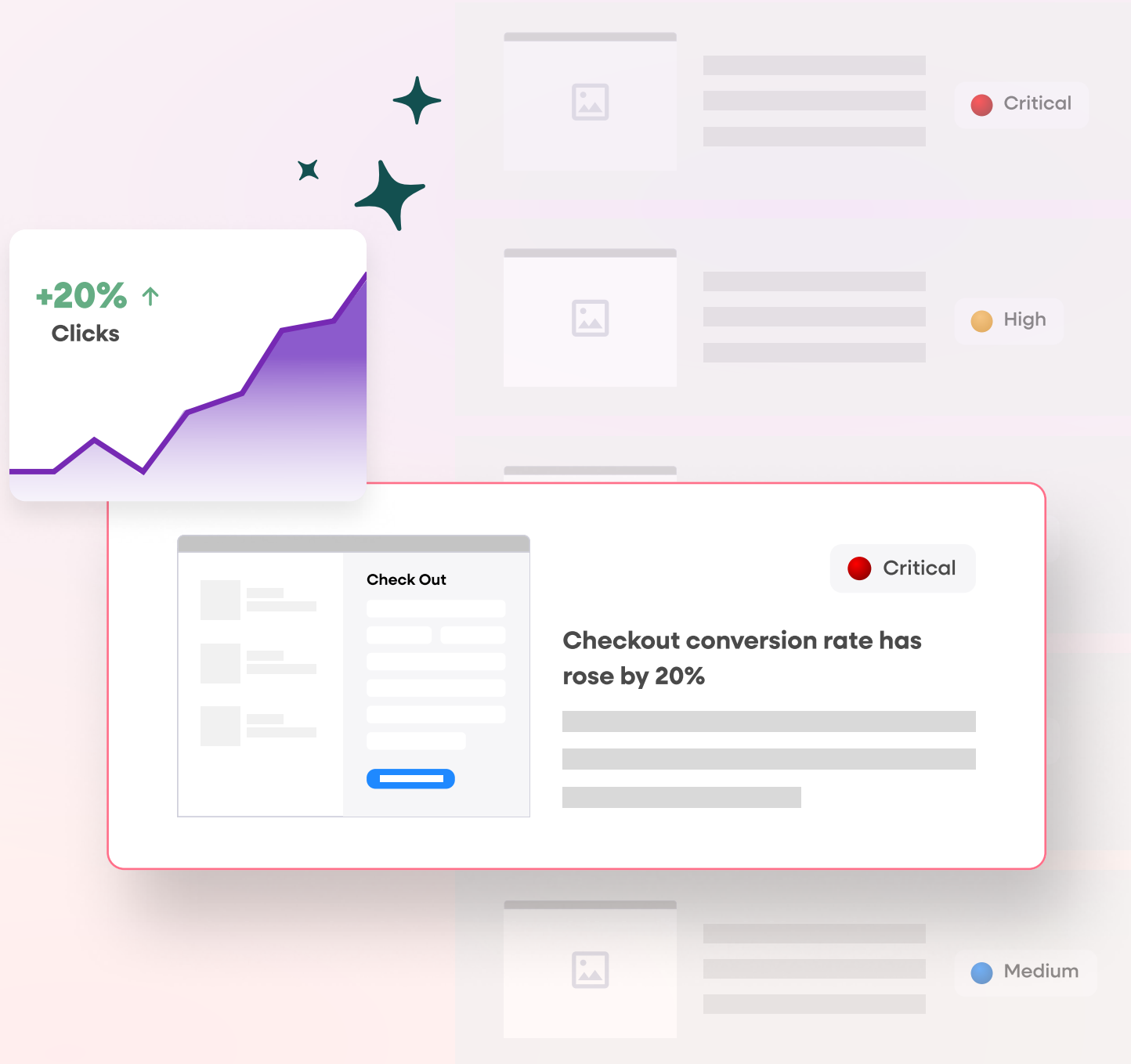**MARKETING & DEMAND**

Know what content resonates

High traffic does not always mean high engagement. Marketers often know how many visitors landed on a page but not what captured their attention or caused them to leave. Without this context, it is hard to tell which content truly influences conversions and pipeline.
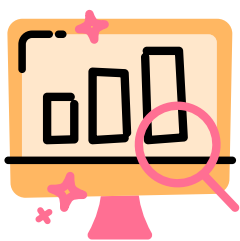

FULLSTORY SOLUTION

Fullstory reveals how visitors interact with your content in real time. Heatmaps and session replays show where users scroll, pause, and click, while StoryAI highlights frustration points like confusing layouts or broken elements. Segment behavior by channel, persona, or device to see what resonates and use those insights to guide content updates or personalization.
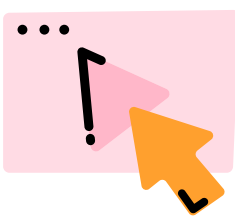
MEANINGFUL OUTCOMES

✔ **Know what drives engagement**

✔ **Invest based on behavior**

✔ **Create assets that convert**
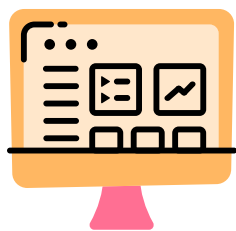
WHAT WE SOLVE

Unclear signals

Go beyond traffic metrics to see what content attracts and holds attention.

Hidden content friction

Spot the elements that frustrate users, like buried CTAs or broken media, and fix them fast.

Guesswork in strategy

Use real behavioral data to refine messaging, layout, and placement so every asset supports engagement and growth

INTEGRATIONS