
PRODUCT OVERVIEW

Integrated systems, optimal results

Help your tech work smarter with FullStory

Gaining the competitive edge isn't just about aligning teams, it's about aligning information. You need the perspective that's going to empower you to make informed business decisions, adapt to changes, and access the right information no matter where it sits.

FullStory puts the power in your hands. With a robust technology partner ecosystem, connector-based tools, data export, and unique mapping capabilities to support inbound and outbound data flow, FullStory maximizes the ROI of the data that lives in your technology stack.

The FullStory ecosystem

With a growing network of trusted technologies and service providers, FullStory seamlessly works with established systems and processes, automating workflows, notifying relevant teams inside collaboration tools, triggering customer engagement campaigns via popular marketing automation platforms, and more.

Connecting FullStory via iPaaS

Build simple to sophisticated integrations with no coding required and easily manage all integrations at scale. Integration Platform as a Service (iPaaS), elegantly integrates data from multiple data streams and allows for seamless connectivity across the important applications you already use and trust. FullStory has pre-configured connectors available with the most popular iPaaS solutions, to streamline automation and keep the process easy.

Sharing FullStory data with Data Export

Combine FullStory data with other systems to create custom dashboards that turn a matrix of numbers into actionable insights that match your unique needs. Available in FullStory's Enterprise solution, data export can also bring real-time and historical information together across systems, improving business decisions both inside and outside your digital experience tech stack.

The power of FullStory's Data Layer Observer

Expand the value of your existing analytics tools. FullStory's Data Layer Observer (DLO) delivers an open source library built to tap into a customer's existing data layer(s), mapping directly to webpage objects curated by analytics platforms such as Adobe Analytics and Google Analytics. Because DLO captures common data layer attributes in real time, you can easily integrate your existing technology analytics products to create the most robust digital experience tech stack available.

Drive more value from your investment

Take your digital experience management to the next level and experience the visibility, efficiency, and confidence of having FullStory data available across your organization and technologies. From integration capabilities to connectors, data export to data layers, FullStory extends your data like no other solution.