



FULLSTORY OVERVIEW

Unlock the power of first-party behavioral data at scale

Tap into the behavioral data pipeline and reveal the story behind user behaviors to create experiences that win loyal customers for life.



Connect on-screen actions with user sentiment

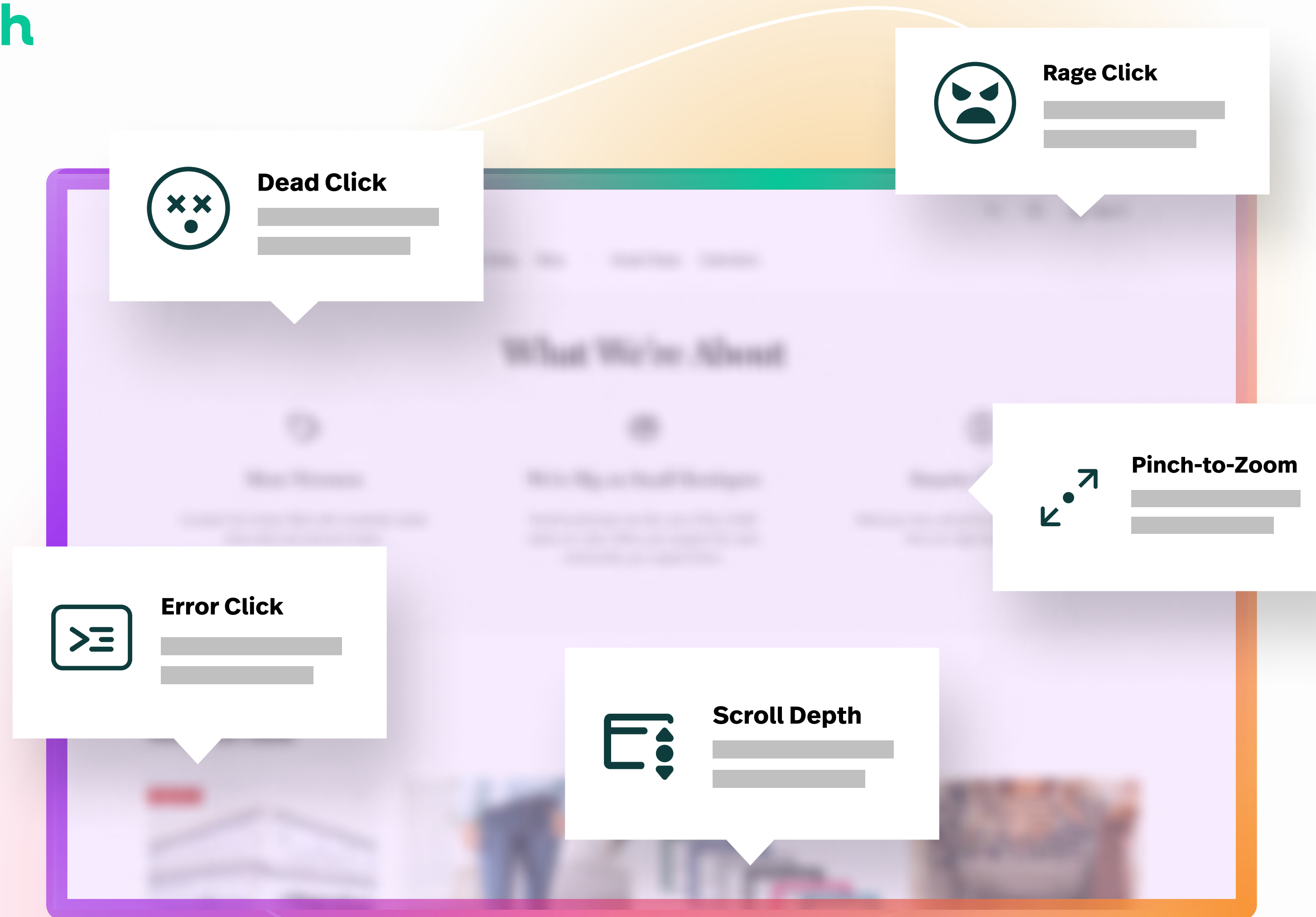
Fullstory's behavioral data platform uncovers the unspoken truth about digital consumer activity. Using automatically captured, indexed, and semantically structured first-party data, Fullstory surfaces the sentiment buried between clicks direct to your data ecosystem or through our product analytics and session replay.

From building better fraud detection and forecasting to creating personalization that genuinely resonates, Fullstory enables product, engineering, and data teams to connect sentiment signals with other data sources to take the next best action intentionally.

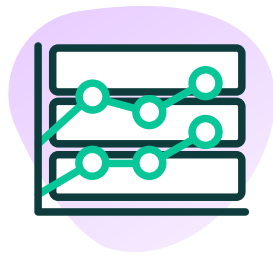
“
Behavioral data helps you build experiences without assumption.”



Jordan Morrow,
Bodhi Data



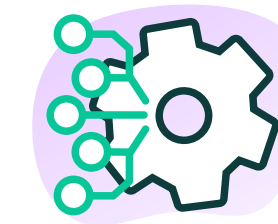
Choose from solutions that are purpose-built for your team's needs



Data teams can spur digital transformation with sentiment-centric context



Product teams can make trustworthy, data-driven product decisions



Engineering teams can pinpoint and prioritize issues efficiently with data that shows the full truth

Comprehensive Behavioral Data

DATA DIRECT

Build predictive models and train GenAI and large language models (LLMs) with structured, AI-ready data.

- Sentiment signals
- Clean & structured
- Ecosystem-ready

PRODUCT ANALYTICS

Analyze user behavior across web and mobile in digestible dashboards and funnels.

- Dashboards
- Funnels & conversions
- Journey mapping

SESSION REPLAY

Watch replays of interactions to improve user journeys and reduce time-to-resolution.

- Session replay
- Heatmaps
- Find & fix insights

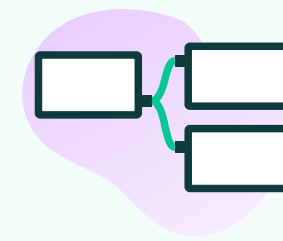
Unmatched data capture combines the data you expect with the data you didn't know you needed

Data behind every user action is automatically captured, indexed, and semantically structured, including:

- **Unstructured stream:** unnoticed & inaccessible user interactions like opens, scrolls, taps, and load times
- **AI-assisted signals:** valuable signals like rage clicks and dead clicks, created with no manual burden
- **Instrumented events:** manually named events that are crucial to track, like form completions and converts

Fullstory's platform automatically combines all of this data so you can rely on one solution, even as your site evolves.

Activate behavioral data to solve your most complex challenges



Improve user journeys



Detect fraudulent activity



Decrease cart abandonment



Refine user discounting models



Identify high-value customers

An established leader in behavioral data



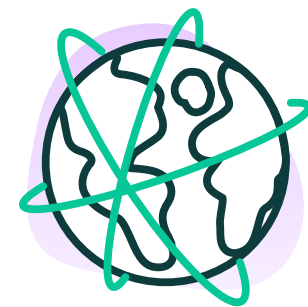
Established in 2014



3,000+ customers



8+ trillion events captured & indexed



Customers in 50+ countries



12 patents & 18 pending

Get in touch with your Account Executive or visit fullstory.com to learn more



Privacy isn't just a priority, it's our philosophy



Integrations that fuel innovation

Adobe qualtrics.XM slack splunk > DATADOG dynatrace

Trusted and backed by the best

TOP BRANDS

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 WYNDHAM DESTINATIONS KeyBank TRAVELERS WISTIA zapier Lufthansa

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