Fullstory Anywhere: *Warehouse*

Getting the full picture is hard when behavioral data lives outside your core analytics stack. Anywhere: Warehouse brings Fullstory's clean, structured data directly into your warehouse, so your team can skip the lengthy setup and act on insights faster. It's everything you need to understand the full customer journey, without the resource-consuming prep work that usually gets in the way.

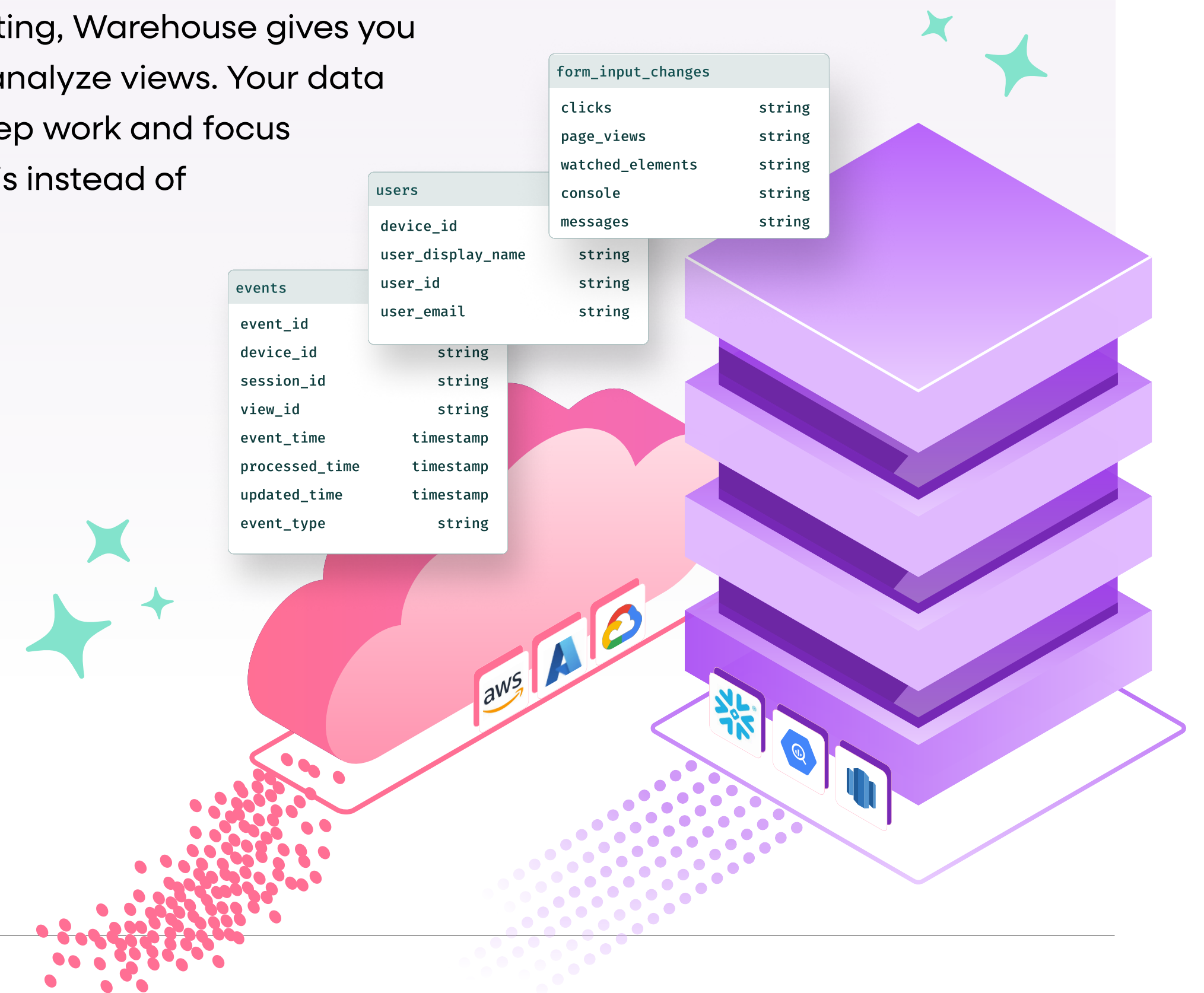fullstory

Fullstory Anywhere: *Warehouse*

Bring behavioral data into your warehouse—clean, connected, and ready to use

When behavioral data lives outside your core tech stack, getting the full picture is hard. Anywhere: Warehouse brings Fullstory's clean, structured data directly into your warehouse. This enables your team to skip the lengthy setup, act on insights faster, and understand the full customer journey without resource-consuming prep work.
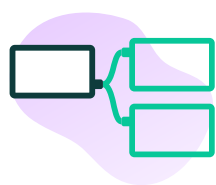
What is Anywhere: Warehouse?

Warehouse is the evolution of Fullstory's powerful data export capabilities, designed to deliver query-ready behavioral data directly into your existing data warehouse.

Unlike traditional exports that require extensive cleaning and formatting, Warehouse gives you simplified, ready-to-analyze views. Your data team can skip the prep work and focus on high-value analysis instead of data wrangling.

form_input_changes
clicks	string
page_views	string
watched_elements	string
console	string
messages	string

users
device_id	
user_display_name	string
user_id	string
user_email	string

events
event_id	
device_id	
session_id	string
view_id	string
event_time	timestamp
processed_time	timestamp
updated_time	timestamp
event_type	string

Key capabilities and use cases

Warehouse transforms how you leverage behavioral data, delivering tangible value across your organization:

Enhanced anonymous-to-known user journey stitching

Create a 360° view of the customer lifecycle you can trust. Warehouse lets you stitch anonymous behavior with known, post-login activity using key business data from your customer platform, Fullcapture session signals, and even custom-defined frustration signals—all in your warehouse. Combine the "what happened" from tools like Google Analytics with the "how" and "why".

Unify customer understanding for hyper-personalization

Go beyond demographics by combining Fullstory's rich behavioral insights with your CRM, CDP, and transactional data. See what users actually do, not just who they are, and personalize messaging, product offers, or support based on real behavior. Identify when a high-value user struggles with onboarding and trigger targeted outreach in real time—boosting engagement and retention.

Empower every team with actionable context

Arm customer-facing teams with behavioral context for faster, proactive support. Teams can see exactly what users did before an issue, allowing VoC platforms to contextualize feedback and identify "silent sufferers." This also optimizes A/B tests by offering a deeper understanding of behavior beyond conversion rates.

Scalability without limits

Designed with no limits on the volume of data you can export, Warehouse is the optimal solution for handling significantly larger magnitudes of data, ensuring you capture every critical behavioral signal at any scale.

Accelerate insights with query-ready data

Warehouse delivers structured behavioral data straight into your warehouse, already formatted and ready to use. Skip the cleanup and get straight to high-impact analysis.

Drive confident decisions with deeper analytics

Power BI tools and analytics with the "why" behind the "what." Enrich analyses with behavioral context to build better predictive models. Gain qualitative insights that traditional analytics miss, leading to optimized digital experiences and informed decisions.

Power advanced AI & machine learning

Train your AI initiatives with a comprehensive dataset of granular user behavior. Leverage this rich behavioral data to build precise models for churn prediction, customer lifetime value, or conversion likelihood. Empower your AI to identify complex historical patterns and automate insights, driving proactive strategies and personalized experiences at scale.
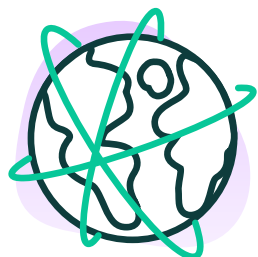
The authority in behavioral data

Established in 2014

3,000+ customers

Customers in 50+ countries

12 patents & 18 pending

8+ trillion events captured & indexed
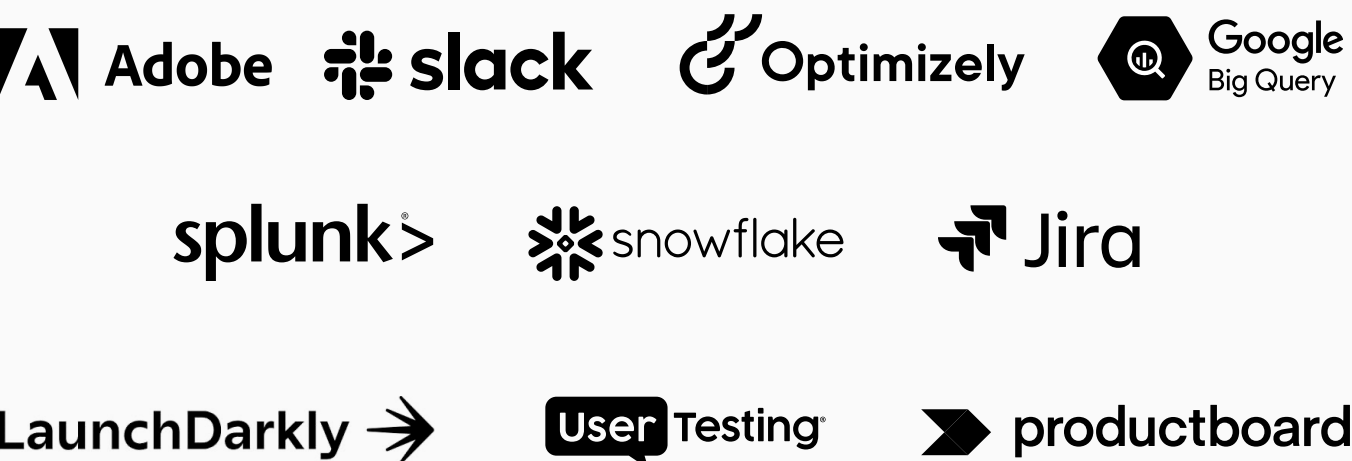
Trusted and backed by the best

TOP BRANDS

Adobe · jetBlue · LOWE'S · CARMAX · AMERICAN EXPRESS · Fidelity · Forbes · CHIPOTLE · duolingo · GAP · Pizza Hut · PAPA JOHNS · shopify · DocuSign

BACKED BY

GV · salesforce · DELL Technologies

Integrations that fuel innovation

Adobe · slack · Optimizely · Google Big Query

splunk> · snowflake · Jira

LaunchDarkly → · User Testing · productboard

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

AICPA SOC · ISO 27001 CERTIFIED A-LIGN

Drive deeper customer understanding and stronger business outcomes.

Request a personalized demo of Warehouse today.