

CUSTOMER STORY

How Tango strengthens self-serve and speeds up decision-making





ABOUT

Tango, a BHN division, enables companies like Nike, Microsoft, and Google to distribute gift cards and rewards via flexible APIs and a self-serve portal, ensuring minimal friction. They utilize Fullstory to monitor user behavior, expedite troubleshooting, and reduce drop-off, fostering alignment between marketing and product teams through shared data visibility.

INDUSTRY

Finance & Insurance

COMPANY SIZE

Mid-size Enterprise

RESULTS

4.5 minutes

New user sign-up and order placement.

↓75%

Tango reduced SMB cycle to under 15 days (from over 60).

↑2.58x

Revenue increase after implementing Fullstory-enabled self-service.

The challenge

Before Fullstory, Tango relied on Google Analytics and Segment to understand how users moved through the self-serve funnel. But the team lacked visibility across the full experience, especially once users entered the portal. For the marketing team, it was difficult to connect acquisition efforts to real customer actions. For product, it was hard to validate where users were getting stuck or whether key features were being used.

The solution

Tango adopted Fullstory to get a full view of the self-serve journey, from landing page to order placement. With tools like [Session Replay](#), [Funnels](#), and [Dashboards](#), teams could quickly spot friction, track adoption, and test improvements across the flow. Product and marketing now work from the same data to evaluate tests and optimize experiences. Fullstory also helps Tango track new feature adoption, validate bugs, and investigate support issues without relying on other teams.

The results

Faster time to value: Tango tracks how long it takes for a new user to sign up and place their first order. In some cases, it takes as little as 4.5 minutes—a stat that’s been shared at company-wide meetings.

Shorter sales cycles: Self-serve improvements have helped Tango reduce the SMB sales cycle from 60+ days to under 15.

Faster answers: Fullstory makes it easy for product managers to pull their own data, reducing dependency on other teams and enabling faster decisions.

More alignment: Marketing and product teams use Fullstory together to review tests, optimize flows, and make decisions based on shared insights.

Growing impact

Today, Fullstory is embedded in how Tango builds and improves its self-serve experience. Instead of jumping between tools or relying on opinions, teams are working from the same behavioral data. “We build trust based on data—not opinions or assumptions,” Adam said. From discovering hidden friction to tracking feature adoption, Fullstory helps Tango move faster and deliver a better experience for its users.



“It’s all in one stream. And that’s what I love about Fullstory—you see everything,”

Jared Bodnar
VP of Marketing, Tango



“It’s a great bridge between product and marketing, — It gets us talking the same language and looking at the same performance data.”

Adam Nelson
Product Management Lead, Tango