



FULLSTORY PORTFOLIO

Understand the story your data is telling

Leverage first-party behavioral data wherever and
however you need it



Behavioral data that's ready-made to build, analyze, or watch

Why is your customer data still incomplete?

Data, product, and engineering teams use customer data to enrich customer profiles, improve data governance across teams, and connect systems and sources to deliver on the promise of “real-time personalization.” But, if they can't complement data with the sentiment behind it, their efforts will fall short.

Your ecosystem is missing behavioral data

Only behavioral data surfaces the human element of your users, enabling teams to understand the intent behind digital actions. It's a complement to the data you already have, not a replacement.

And **only Fullstory** has the highest-quality behavioral data platform that automatically captures, indexes, and semantically structures all the data behind every user action across web and mobile apps.

Data Direct



BUILD

Build predictive models and train GenAI and large language models (LLMs) with clean, structured, AI-ready behavioral data synced to your warehouse or used to trigger real-time actions.

- Sentiment signals
- Clean & structured
- Data ecosystem-ready
- Streaming webhooks & APIs—individual visit and element

Product Analytics + Session Replay



ANALYZE

Analyze user behavior across web and mobile with immediately-actionable data in digestible dashboards and funnels.

- Dashboards
- Funnels & conversions
- Journey mapping
- Retroactive analysis



WATCH

Watch replays of user interactions on web and mobile to improve the customer experience and decrease time-to-resolution.

- Session replay
- Heatmaps
- Find & fix insights
- Shareable session links

USERS

Solutions built for your team's needs

Data Teams

Data teams can spur digital transformation with sentiment-centric context

Train your conversion model to interpret user sentiment so it can deploy targeted, timely discounts to users encountering friction during checkout.

Product Teams

Product teams can make trustworthy, data-driven product decisions

Understand the sentiment behind user behavior throughout your entire user journey to prioritize the highest impact product enhancements.

Engineering Teams

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

Instantly identify any friction your users encounter, even if it's not a visible error, so you can quickly resolve and mitigate issues.



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

