fullstory + CARVANA

CUSTOMER STORY

Carvana drives increase in site performance and user experience

RESULTS

~5%

Lift in cars reserved for checkout

8-14 M

Unique monthly visitors to Carvana, with no discernible site performance impact from Fullstory

10+ M

Million incremental business and cost optimizations from Fullstory-supported programs in 2020

Improve key site features with Fullstory's behavioral data

The Carvana product team focuses heavily on its Core Web Vitals, considering site performance as an experience feature in itself. Concerned about potential performance impact, the Carvana team created their own A/B test to ensure that capturing extensive data from Fullstory wasn't hindering functionality. The conclusion: despite its powerful capabilities, Fullstory did not diminish site performance—and opened opportunities for more iterative changes.

Update site search functionality to increase car reservations

Carvana's product team wanted to make the site's search bar more functional and user-friendly. To do this, the team worked through half a dozen iterations and watched user sessions in Fullstory to analyze engagement and evaluate each version. Ultimately, the changes the team made resulted in a roughly 5% increase in cars reserved by customers for checkout.

Discover under-use of a key feature with Heat Maps

To make online car shopping more lifelike, Carvana installed a "spinner" feature, which allows shoppers to see a 360° view of a vehicle. After looking at heat map analyses in Fullstory, though, they were surprised to find that most visitors also sought out the traditional photo gallery. Carvana used this knowledge to rethink the presentation of vehicle detail pages, making the photo galleries more prominent to drive shopper engagement.

Fullstory is our only tool for getting direct insights about the user experience at scale. To understand what happens to individual users on our website and app is incredibly powerful, and Fullstory allows us to be there with them—through Session Replay, Heat Maps, and Dashboards—when we launch a new or updated experience."

Paul McReynolds,
Director of ProductCarvana