fullstory + CARVANA

INDUSTRY
Ecommerce, Online Car Retailer

COMPANY SIZE
Large Enterprise

USE CASES
Monitor experience iterations,
Heat map analysis

PARTNERED WITH
Google Cloud

"

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"

Paul McReynolds
Director Of Product
Carvana

Carvana's uses Fullstory to enhance site performance and user experience

Carvana's data-driven approach to enhance site performance and user experience

Carvana's product team places a strong emphasis on Core Web Vitals, viewing site performance as an integral part of the overall user experience. To ensure that Fullstory's extensive data collection did not compromise site functionality, they conducted a meticulous A/B test. The results were conclusive: Fullstory's powerful capabilities did not adversely affect site performance but instead presented opportunities for iterative enhancements, reinforcing the platform's overall user experience.

Leveraging Fullstory insights to drive user engagement and car reservations

Carvana's product team improved user engagement by optimizing the site's search bar through careful Fullstory analysis and multiple iterations. This led to a substantial 5% increase in car reservations at checkout. Moreover, Fullstory's heat map analyses revealed an under-utilized feature, prompting Carvana to strategically elevate the prominence of traditional photo galleries on their vehicle detail pages for a more captivating and lifelike online car shopping experience.

RESULTS

~5%
Lift in cars reserved for checkout

8-14 hours
Unique monthly visitors with no site performance impact from Fullstory

$10+ hours
Incremental business and cost optimizations from Fullstory-supported programs in 2020

Read more at Fullstory.com →