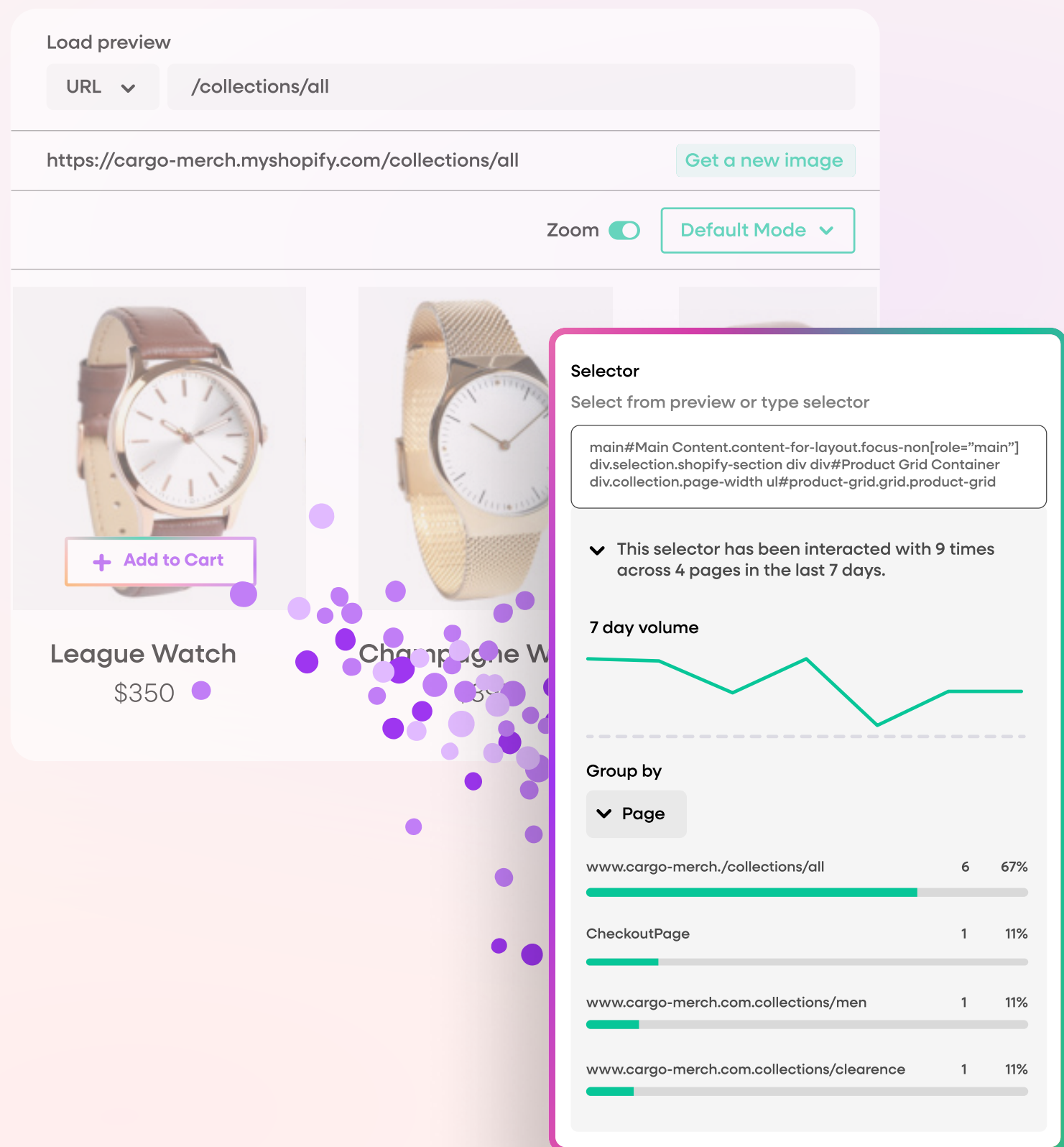


DATA & ANALYTICS

Accelerate analysis with complete behavioral datasets

When tracking breaks, data goes missing, or reports conflict, analysts lose trust in the numbers. Teams waste hours stitching together exports, recoding events, or waiting on engineering to rebuild instrumentation. Incomplete datasets slow decisions, create blind spots, and weaken credibility with stakeholders who expect fast, accurate answers.



FULLSTORY SOLUTION

Fullstory autocaptures every interaction, including clicks, taps, hovers, field changes, errors, and page transitions. This creates a complete behavioral dataset without manual tagging. Analysts can filter, segment, and investigate data instantly. Retroactive history makes it possible to answer questions from any point in time, even after product changes.

MEANINGFUL OUTCOMES

- ✓ **Faster time to insight**
- ✓ **Higher confidence in reporting**
- ✓ **Less reliance on engineering**

WHAT WE SOLVE



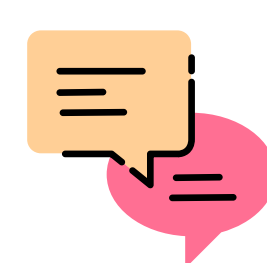
Reliable data without manual tagging

Every behavioral signal is collected automatically, reducing data gaps and repetitive event setup.



Cleaner data for better decisions

Analysts can investigate past behavior, quantify impact, and isolate affected users without waiting for new tracking.



Retroactive answers

Consistent naming, structured events, and full context help teams move from investigation to insight faster.