

PRODUCT & ENGINEERING

Validate releases and experiments

Launching changes shouldn't be guesswork. After a release or A/B test goes live, teams need to confirm it renders correctly, behaves as intended, and is actually adopted by users—not chase new bugs.

Fullstory shows how users experience each change in the wild so Product and Engineering can confirm behavior, measure adoption, and course-correct quickly when something's off.



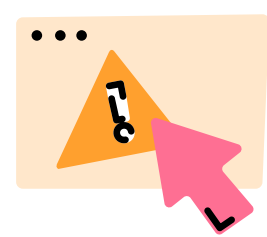
FULLSTORY SOLUTION

Fullstory's autocapture and replay reveal how every variation performs across browsers and devices. Funnels and heatmaps show whether users reach key steps and engage as expected, while StoryAI summarizes patterns and deviations so teams can spot unintended impacts fast, without extra instrumentation.

MEANINGFUL OUTCOMES

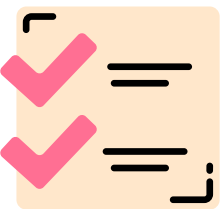
- ✓ **Confident rollouts**
- ✓ **Test faster and iterate sooner**
- ✓ **Fewer surprises after release**

WHAT WE SOLVE



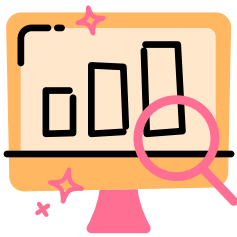
Blind spots

Real-world behavior highlights rendering and flow issues across environments.



Slow learning loops

AI summaries and funnels speed up experiment readouts.



Uncertain impact

Behavioral proof ties changes to completion and engagement, so teams can keep, tweak, or roll back with confidence.

