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OVERVIEW

# Accelerate SaaS analytics with Digital Experience Intelligence

Digital Experience Intelligence (DXI) combines traditional product analytics data with powerful qualitative insights for a complete picture of SaaS customer journeys.

# Make smarter digital decisions based on SaaS user experiences

FullStory's DXI platform combines rich analytics, robust session detail, and collaboration tools to help SaaS teams understand how customers really navigate websites and mobile apps. Uncover areas for improvement, build loyalty, and drive revenue—while protecting user privacy.



Increase revenue through better conversion



Improve organizational efficiency



Boost customer growth and retention

## Make revenue-impacting improvements with confidence

Iterate with data-driven insights—and act on the results.

- Empower quick decision-making through real-time, tagless data collection
- Reveal the high-value touchpoints to emphasize with heatmaps and page insights
- See the impact of improvements in Dashboards, Funnels, and Conversion analysis

## Proactively find, prioritize, and address SaaS user friction

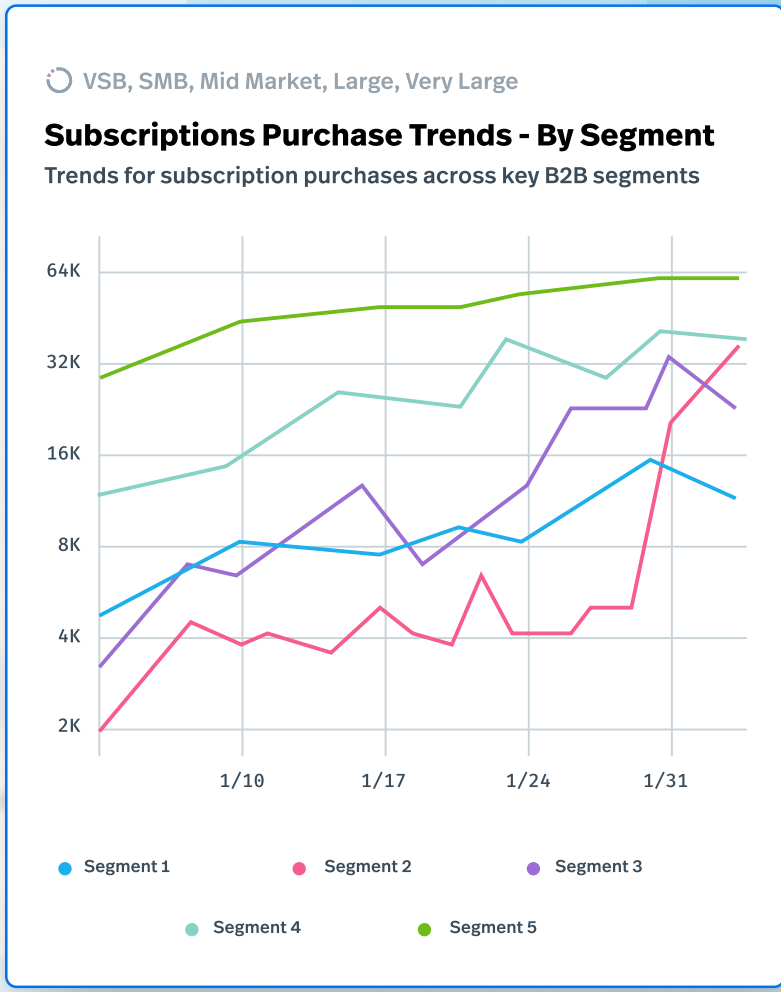
Quickly identify and fix UX pain points with qualitative and quantitative experience data.

- Understand the full context of your user experience with Session Replay
- Set up custom alerts to proactively surface customer frustration signals
- Enable faster bug resolution with under-the-hood insights for dev teams
- Trusted digital experience insights for cross-functional teams

## Trusted digital experience insights for cross-functional teams

Unite your product, support, UX, and marketing teams around a single source of truth.

- Facilitate collaboration with session sharing and commenting
- Break down data silos with a growing network of integrations
- Share information across important systems through data export and a robust API



Best in class integrations

qualtrics<sup>XM</sup>

segment

Optimizely

TEALIU

AB Tasty

productboard

New Relic

service management group