COMPLETE YOUR DATA STRATEGY

Fullstory Anywhere

Making sense of customer data shouldn't be a struggle. Fullstory Anywhere gives you a complete view of customer interactions, helping you turn behavioral data into action. Create experiences they'll love and drive real business results.

fullstory

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Two distinct solutions for leveraging your behavioral data

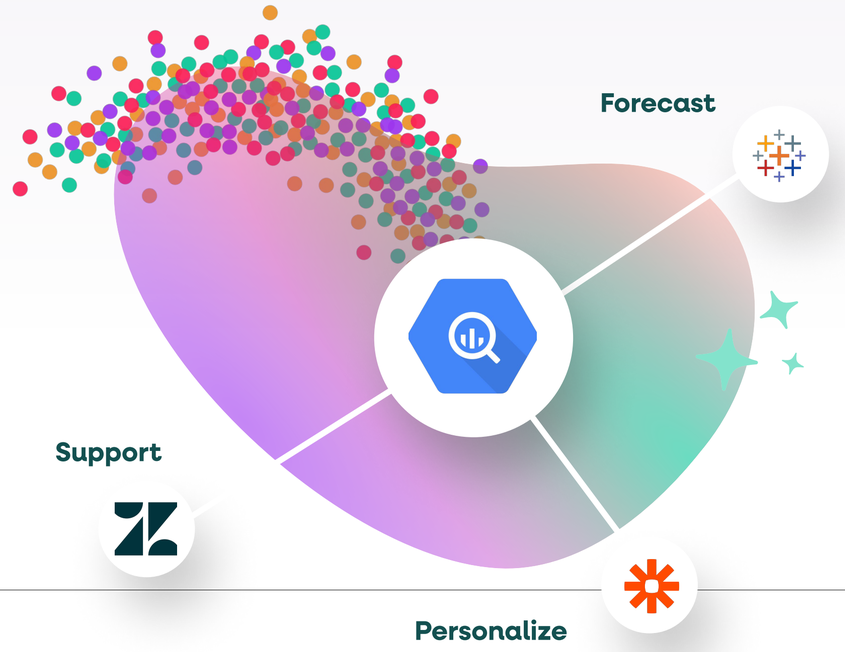
Behavioral data offers a clear window into user preferences, habits, and decisions so teams can take the actions that build better business outcomes.

Warehouse: Remove data silos by integrating behavioral data with your existing data warehouse or cloud storage. Get a 360° view of your customers, analyze their journeys, and make decisions that fuel growth.

Activation: Use your behavioral data in real-time. Create personalized experiences across every digital touchpoint to drive engagement, conversions, and customer satisfaction.

Key Benefits:

- **A complete view of your customers**: Combine behavioral data with other business data to understand what customers need, where they struggle, and how to improve their experience.
- **Smarter decisions, backed by data**: Equip your teams with comprehensive insights and AI-powered analytics to make confident, results-driven choices.
- **Personalized experiences that connect**: Deliver tailored experiences that feel intuitive, meaningful, and relevant—fostering loyalty and engagement.
- **Better business outcomes**: Improve conversions, increase engagement, and enhance customer satisfaction by making behavioral data work for you.



Anywhere: Warehouse

- **Break down data silos and see the full picture:** Struggling with fragmented data? Anywhere: Warehouse connects your behavioral data to your existing data warehouse, giving you a 360° view of your customers and their complete journey.
- **Turn data into smarter decisions:** Make faster, more informed decisions with comprehensive insights. Combine behavioral data with other sources to uncover trends, optimize strategies, and drive business growth.
- **Simplified data, faster insights:** No more wrestling with raw data. Fullstory optimizes data for warehouses, so teams spend less time on prep and more time uncovering valuable insights.
- **Unlock trends and drive innovation:** Tap into massive datasets to spot hidden trends, fuel innovation, and enhance customer experiences.

Use Cases

- Predict customer churn and engage at-risk users
- Optimize product roadmaps based on user behavior
- Detect and prevent fraud
- Segment customers for personalized experiences
- Measure marketing campaign effectiveness

Anywhere: Activation

- **Turn behavioral signals into action in real time:** Don't just react. Anticipate. Anywhere: Activation personalizes experiences as they happen, delivering the right message at the right moment.
- **Real-time personalization made simple:** No code. No complexity. Activation connects behavioral data like order history and browsing behavior to the tools you already use. Personalize every touchpoint effortlessly, without complicated integrations.
- **Build smarter, more dynamic experiences:** Use real-time insights and AI-powered data to create applications that adapt to individual behaviors, preferences, and context.
- **Drive engagement and lasting loyalty:** Make every interaction count. Deliver personalized content, offers, and support that strengthen customer relationships and keep users coming back.
- **Boost satisfaction and conversions:** Guide users seamlessly through their journey, offer timely support, and deliver relevant nudges that increase conversions.

Use Cases

- Build intelligent applications with real-time behavioral data
- Create engaging experiences that drive conversions
- Deliver personalized content, offers, and support
- Personalize experiences across every channel

Why choose Fullstory Anywhere?

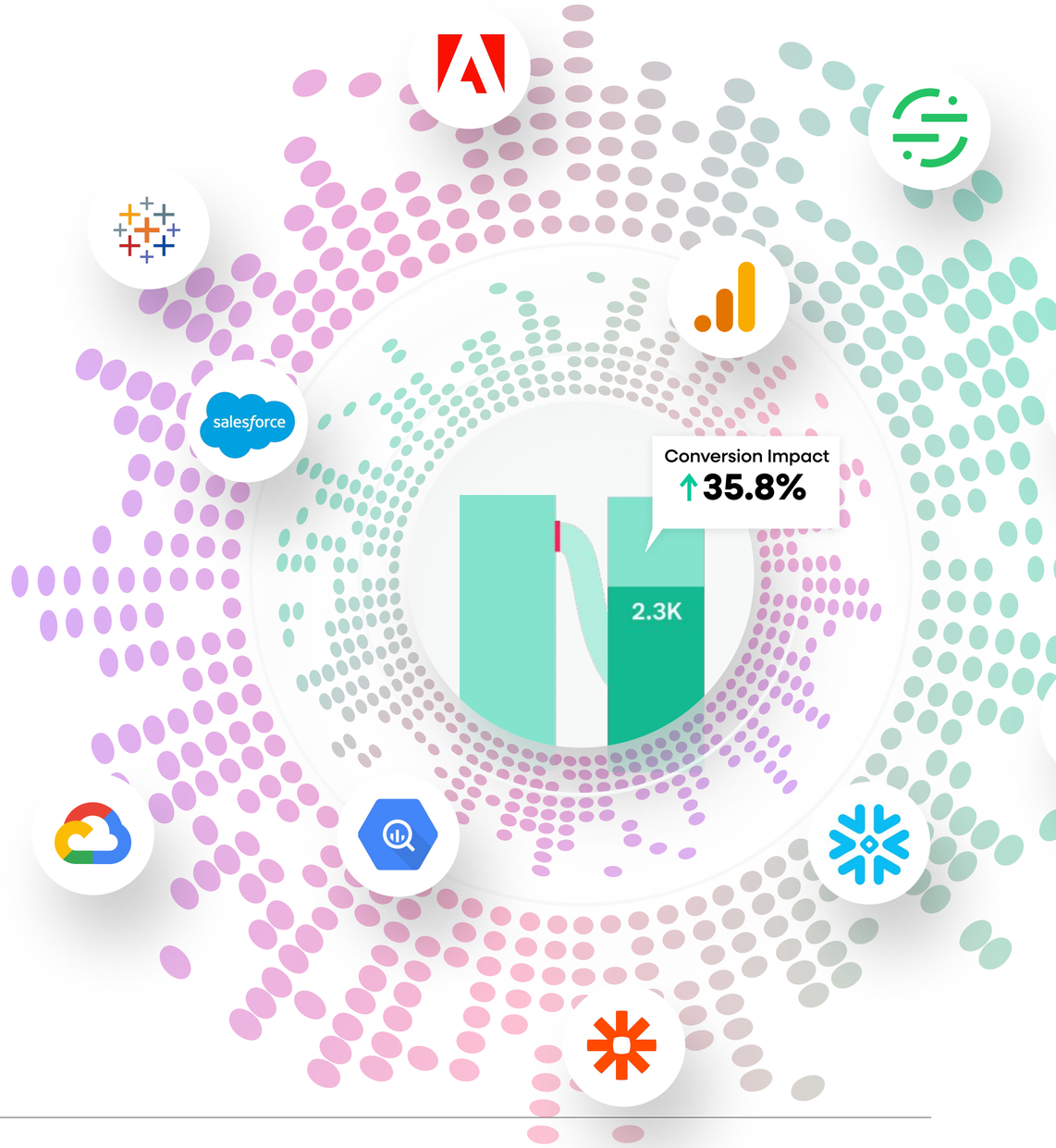
A complete behavioral data solution: Analyze and activate behavioral data in one place. Understand your customers, personalize their experiences, and drive meaningful business results.

Simple to implement, easy to use: Intuitive tools and simplified data views make setup effortless. Get started quickly without a steep learning curve.

Scales with your business: Flexible and built to grow with you, whether you're a startup or a global enterprise.

Seamless integrations: Connect Fullstory Anywhere to your existing data stack, including data warehouses, marketing automation platforms, and other essential tools.

Expertise you can trust: Use Fullstory's deep knowledge of behavioral data and digital experience intelligence. Our team is here to support you at every step.



The authority in behavioral data

Established in 2014

3,000+ customers

Customers in 50+ countries

12 patents & 18 pending

8+ trillion events captured & indexed

Trusted and backed by the best

TOP BRANDS

1-800 flowers.com, Lowe's, jetBlue, spirit, Adobe, Wyndham Destinations, Fidelity, Forbes, zapier, Lufthansa, KeyBank, Travelers, Wistia

BACKED BY

GV, salesforce, DELL Technologies

Integrations that fuel innovation

Adobe, slack, Optimizely, Google Big Query, splunk>, snowflake, Jira, LaunchDarkly, User Testing, productboard

Privacy isn't just a priority, it's our philosophy

AICPA SOC, ISO 27001 Certified A-LIGN

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