fullstory

Unlock first-party behavioral data at scale

Understand what users do—and why—so you can create experiences that win loyal customers for life.
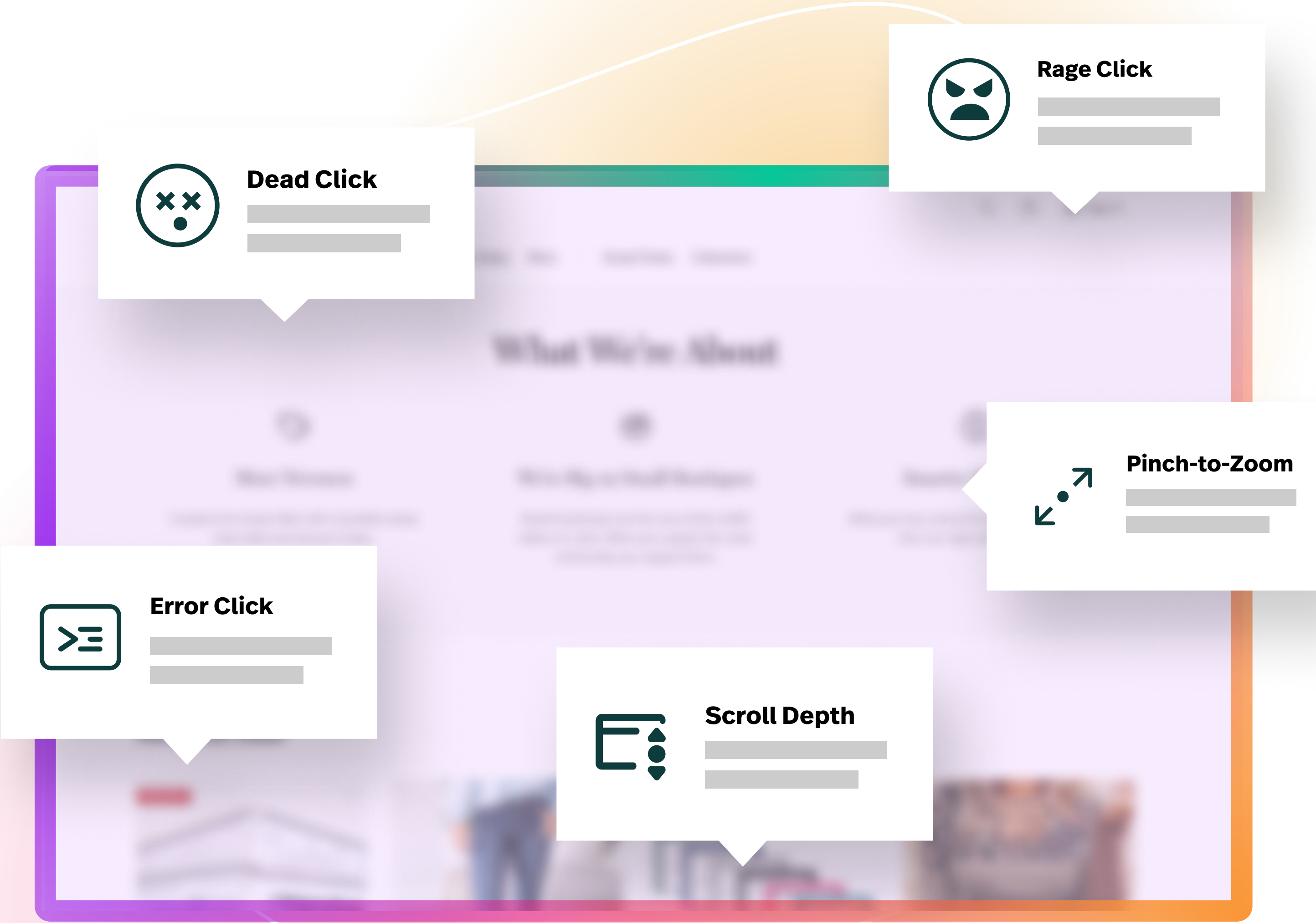
Connect on-screen actions with the full human experience

Fullstory's behavioral data platform strips away the digital layers between you and your users, revealing the emotions behind every interaction. By capturing and structuring first-party data, it helps teams uncover frustration, understand intent, and create experiences that feel effortless. With a clearer view of user sentiment, you can take action with confidence.
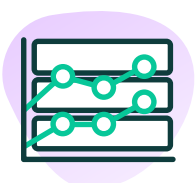
> " *Understanding customer sentiment and behavior will become more critical than ever as businesses compete for emotional connections with consumers.*
>
> *While this trend promises more personalized experiences, it will also raise important questions about privacy and consent in the age of emotional analytics."*
>
> **– Forbes, 2024**

Rage Click

Dead Click

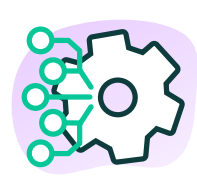**Pinch-to-Zoom**

Error Click

Scroll Depth

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Solutions built for your top challenges

Data teams can propel digital transformation with sentiment-centric context

Product and digital teams can make precise, data-driven product strategy decisions

Engineering teams quickly identify and resolve issues with complete visibility

IT teams can improve employee workflows and reduce tech spend

OUR PORTFOLIO OF PRODUCTS

Fullstory Analytics

Reveal digital behaviors across web and mobile to remove friction and create experiences that keep customers coming back.

- Confidently design and iterate on user journeys
- Find and fix issues within consumer experiences

Fullstory Workforce

Understand which tools & workflows work best for the humans with the biggest impact on the user experience: your employees.

- Improve critical workflows
- Streamline internal IT support and troubleshooting
- Reduce spend that only hurts your ROI

Fullstory Anywhere

Infuse behavioral data across your tech stack to create more moments of intuitive, meaningful connections.

- Conduct deep analysis and integration with your existing data
- Build personalized experiences with real-time behavioral signals

✨ Fullcapture + StoryAI ✨

- Clean, contextualized, and responsive behavioral data that brings nuance to light
- Data and insights, built with and for AI, that make action easier—not just analysis.

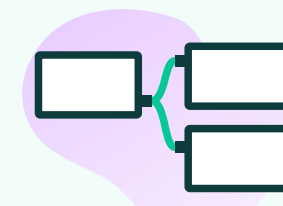## Comprehensive behavioral data that works wherever you need it

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Unmatched data capture—what you expect and what you didn't know you needed

Fullstory's Fullcapture automatically captures, indexes, and structures every user action, giving you a complete behavioral dataset:

- **Unstructured stream:** Unnoticed & inaccessible user interactions like opens, scrolls, taps, and load times
- **AI-assisted signals:** Valuable signals like rage and dead clicks, surfaced automatically
- **Instrumented events:** Manually named events that are crucial to track, like form completions and converts

With all of this data in one place, you can rely on a single solution, even as your digital experience evolves.

Activate behavioral data to tackle your biggest challenges

Improve user journeys

Detect fraudulent activity

Decrease cart abandonment

Refine user discounting models

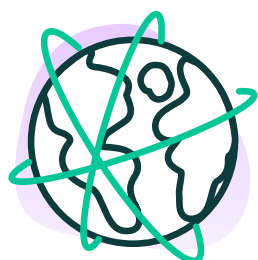**Identify high-value customers**

Trigger in-session activation

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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

1800flowers.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 · UserTesting · productboard

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

AICPA SOC · ISO 27001 CERTIFIED A-LIGN

Get in touch with your Account Executive or visit **fullstory.com** to learn more

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