

fullstory FS-FY25 Behavioral Data Platform User Guide

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FULLSTORY OVERVIEW
Unlock the power of first-party behavioral data at scale



Tap into the behavioral data pipeline and reveal the story behind user behaviors to create experiences that win loyal customers for life.

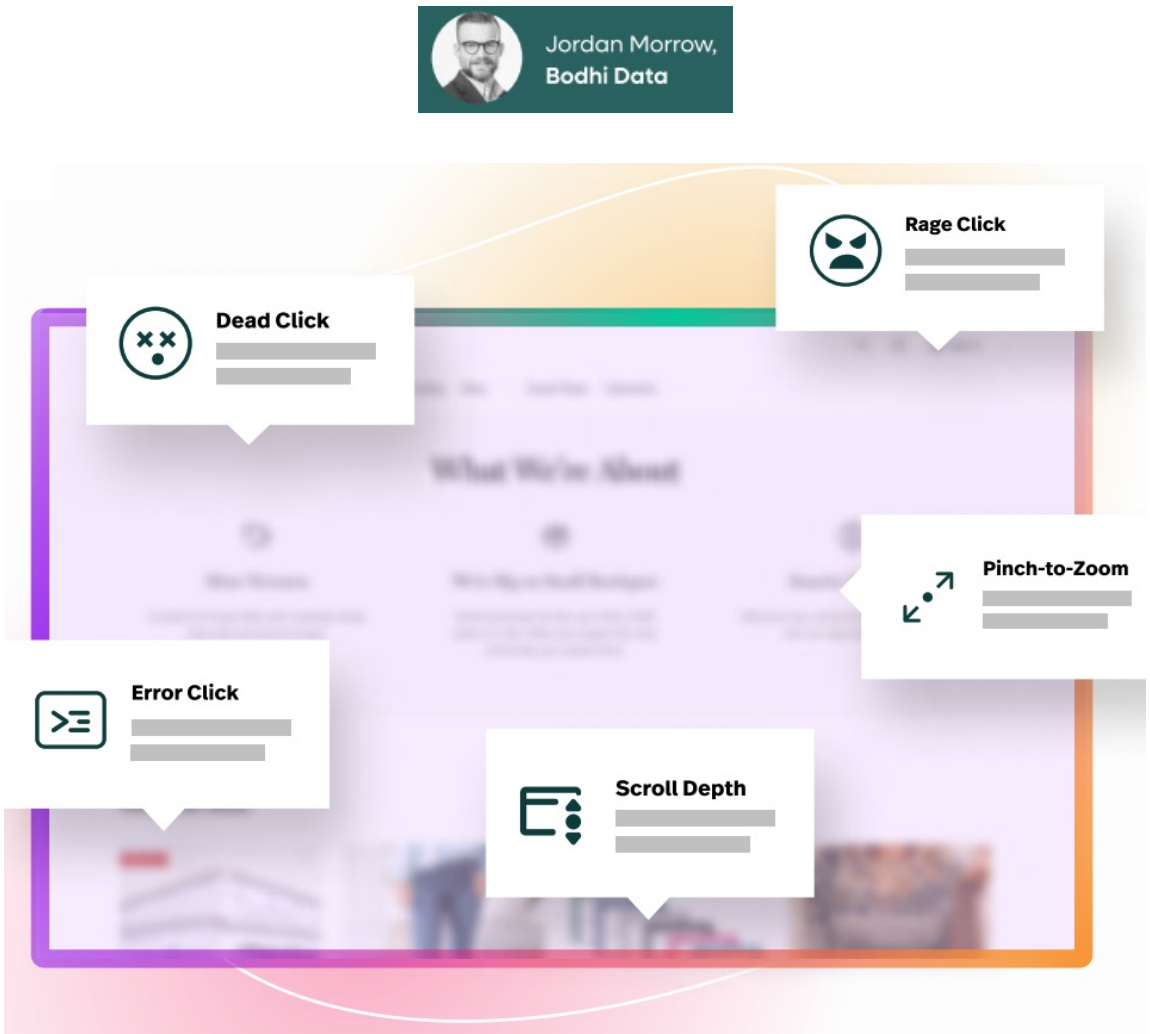
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Connect on-screen actions with user sentiment

Fullstory's behavioral data platform uncovers the unspoken truth about digital consumer activity. Using automatically captured, indexed, and semantically structured first-party data, Fullstory surfaces the sentiment buried between clicks direct to your data ecosystem or through our product analytics and session replay. From building better fraud detection and forecasting to creating personalization that genuinely resonates, Fullstory enables product, engineering, and data teams to connect sentiment signals with other data sources to take the next best action intentionally.

Behavioral data helps you build experiences without assumption.”



Choose from solutions that are purpose-built for your team’s needs

	Data teams can spur digital transformation with sentiment-centric context
	Product teams can make trustworthy, datadriven product decisions
	Engineering teams can pinpoint and prioritize issues efficiently with data that shows t he full truth

Comprehensive Behavioral Data

Data Direct	Product analytics	Session Replay
Build predictive models and train GenAI and large language models (LLMs) with structured, AI-ready data.	Analyze user behavior across web and mobile in digestible dashboards and funnels.	Watch replays of user journeys and
Sentiment signal» Clean & structured Ecosystem-ready	Dashboards Funnels & conversions Journey mapping	Session replay Heatmaps Find & fix insights

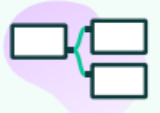




Unmatched data capture combines the data you expect with the data you didn't know you needed

Data behind every user action is automatically captured, indexed, and semantically structured, including:






- Unstructured stream: unnoticed & inaccessible user interactions like opens, scrolls, taps, and load times
- AI-assisted signals: valuable signals like rage clicks and dead clicks, created with no manual burden
- Instrumented events: manually named events that are crucial to track, like form completions and conversions


Fullstory's platform automatically combines all of this data so you can rely on one solution, even as your site evolves.

Activate behavioral data to solve your most complex challenges

	Improve user journeys
	Detect fraudulent activity
	Decrease cart abandonment
	Refine user discounting models
	Identify high-value customers

An established leader in behavioral data

	Established in 2014
	3,000+ customers
	8+ trillion events captured & indexed
	Customers in 50+ countries
	12 patents & 18 pending

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Documents / Resources



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FS-FY25, FS-FY25 Behavioral Data Platform, Behavioral Data Platform, Data Platform, Platform

References

-  [Fullstory: Surface User Sentiment with Behavioral Data | Fullstory](#)
- [User Manual](#)

[Manuals+](#), [Privacy Policy](#)

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