



# Keys to Success with FullStory

*FullStory is both powerful and easy to use, and the following steps will help ensure you get off to a great start.*

## Set Yourself Up for Success

- ❑ Make sure all members of your team have access, and invite at least one member from each team you collaborate with.
- ❑ Incorporate FullStory into your workflows by enabling our [turn-key integrations](#) or create your own integration via [our API](#)
- ❑ Make sure you don't record sensitive information via our [exclude elements tool](#)
- ❑ Give your customers a name with [FS.identify](#)
- ❑ Provide additional context about your customers via [setUserVars](#)

## Explore Our Primary Features

- ❑ Search for an individual user by UID (like email address)
- ❑ [Create a multi-variable search](#) for impactful user behavior or flows, and save that search (aka Segments)
- ❑ Learn more about which users match your search with our [dynamic analytics](#)
- ❑ While watching a session, [make a note](#) about a particularly interesting user action, and share it with a coworker (via Slack, Jira, Trello, or HipChat)
- ❑ Quickly find out what are the most clicked elements on your homepage or how often users actually interact with your call to action via [Page Insights](#)

## Identify and Understand Specific Users

- ❑ Export the list of users from any search result or segment with [Export CSV](#)
- ❑ If you want to dig even deeper and work with your BI team to better understand your user's behavior, we also have an easy add-on [Data Export](#) feature