

fullstory



# FullStory for Marketing

Measure and optimize the  
cross-channel digital experience  
to drive conversions.

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## Understand how and why campaigns influence the buyer's journey.

From the top of the funnel through to growth and expansion, FullStory can help you understand how to reduce friction and optimize for conversions at every customer stage. Uncover the digital behaviors behind the numbers and improve performance to lift revenue for your business.

### DAILY

## Watch campaigns at work.

Search by UTM parameters for sessions related to your active ads, emails, or content programs. Then hit play to see how your audience engages with calls to action on the pages where they land.

## Get ahead of trends that impact results.

Are abandoned carts trending up? Seeing unexpected traffic to a page? Hit a milestone target number of visitors interacting with new content? Receive alerts to your inbox so you can triage, respond, or celebrate accordingly.

## Settle bets with data everyone can trust.

With a quick search in FullStory, you can find immediate, clear answers to seemingly unsolvable digital experience mysteries. Then, share your findings with your teammates, so everybody can work from a common source of truth.

## WEEKLY

### Review Event Funnels and Conversions.

Check in on your favorite segments and make notes of the conversion rates. How many users complete the intended workflow? What's causing the drop-off in the signup funnel? View top opportunities and watch sessions to learn more.

### Spotcheck frustration and performance metrics.

Struggle, frustration, and laginess all impact user experience and prevent you from moving the needle. Audit for Rage Clicks, Dead Clicks, Error Clicks, and slow pages to ensure bugs aren't holding you back.

### Explore A/B experiment results.

Segment user sessions based on variables controlled by your favorite A/B testing platforms. Conduct behavioral research on the fly by watching sessions to gain fast insights into why one variant won out over the other.

## MONTHLY

### Explore heatmaps for key views and pages.

Which parts of the site navigation pull the most clicks? Where do users go next after visiting the homepage? Dig into Page Insights to see engagement heatmaps for whatever digital experience or segment you like.

### Quantify and prioritize conversion opportunities.

FullStory makes it easier than ever to spot problems that cause drop-offs in your funnels. Uncover top opportunities for improvements and measure results so you can share your wins as a team.

### Host a Gamefilm event for your colleagues.

Pop some popcorn, grab your beverage of choice, and gather the team to watch sessions together. Tally up the "wins" and "wincses" and file any bugs that need fixing.