

Transform your digital experience with FullStory + Optimizely

Whether you're kicking off an experimentation program to drive innovation or diving into your experiment results to understand how a variation performed, FullStory and Optimizely work together to make improving your digital customer experience faster and more effective than ever.

FullStory + Optimizely

The challenge

Experimentation is an essential part of any digital company's product management and marketing strategy. But it can be a challenge to know which experiments to run to make the biggest impact on conversions.

The solution

FullStory is a Digital Experience Intelligence (DXI) platform that makes it crystal clear where visitors struggle on your site and why, so your experiments are more likely to result in a real impact on conversions.

Plus, once you've run an experiment, FullStory confirms why one variant outperforms another, so you can spend less time guessing about your customer's motivations and more time improving your customer experience (and your conversion rate).

Key benefits

- FullStory provides the flexibility to build any customer funnel you want, so you can explore your digital experience with ease and find the aspects of your digital properties ripe for testing improvements.
- Review FullStory's frustration metrics to see where visitors are getting stuck. Build experiments in Optimizely to confirm which UX solutions smooth out user friction.
- Once an Optimizely experiment concludes, FullStory helps you validate the results. Instantly view each session, or use FullStory's rich analytics to get insights about aggregated sessions.
- Using FullStory and Optimizely together allows teams to proactively measure negative behavior heuristics and improve their digital experience.
- Both platforms are best-in-class for consumer-grade usability which ensures teams can maximize the value from technologies and democratize insights discovered.



With Optimizely, we are able to run experiments on our website and then use FullStory to get an even deeper understanding of our customers' digital experience"

Matt Steit / VP of Product / Metromile

Using FullStory + Optimizely together

Once you've added the FullStory snippet to your site, you can configure Optimizely to pass custom variables into FullStory that identify the experiment name and variant name for every visitor session.

From there, you'll be able to segment in FullStory based on which experiment and variant a visitor was shown and watch to see exactly what their experience was like.

Understand and optimize your digital experience

- Easily segment your audience in FullStory based on which experiment variation users saw.
- See in aggregate and down to the individual session how each group's experience was different so you can be sure you know exactly why one variant performed better than another.
- Build funnels based on any user action you care about, then analyze their digital experience to zero in on the most effective place to begin experimentation. Analyze the results in FullStory, then rinse and repeat.

At Optimizely, we're on a mission to help people unlock their digital potential. Our leading digital experience platform (DXP), equips teams with the tools and insights to create and optimize in new and exciting ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and 1100+ employees in offices globally are proud to help over 9,000 brands, including Electrolux, Uber, Visa, WSJ, Santander, The Red Cross and Mazda enrich their customer lifetime value, increase revenue and grow their brands. Learn more at [Optimizely.com](https://www.optimizely.com)