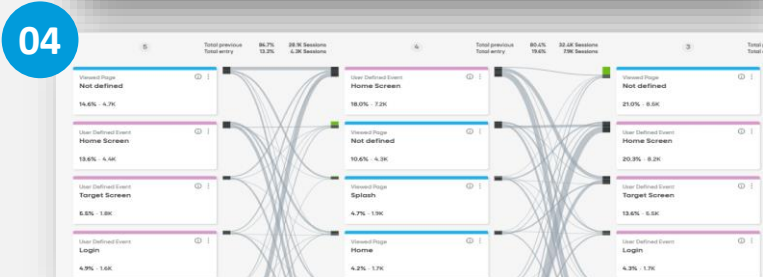
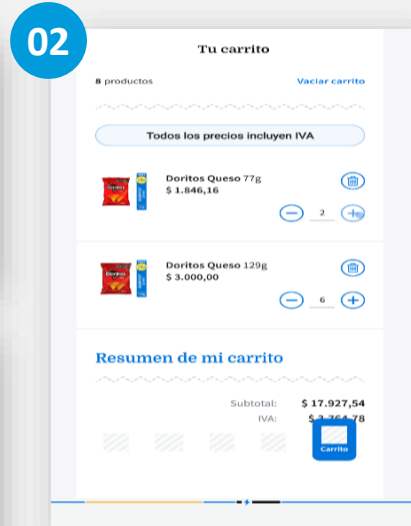
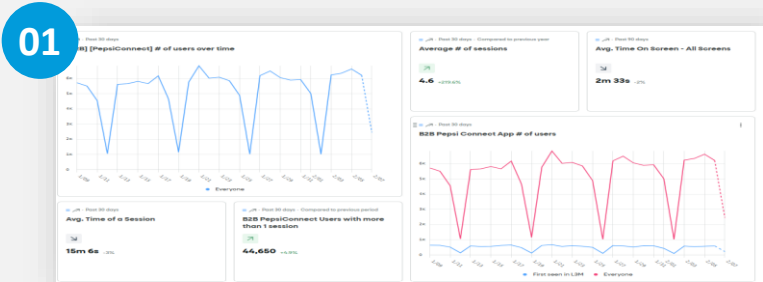


# Capabilities | Fullstory allows us to granularly track application utilization metrics and captures 'session replays' for teams to improve user journeys

## Fullstory B2B Application Use Case



**05**

Retention Table

Date	Users	Day 0	Day 1	Day 2	Day 3
Visited URL is htt...	2,893	63.29%	14.32%	15.67%	13.95%
Mar 4, 25	1,000	54.60%	20.00%	23.60%	21.00%
Mar 5, 25	572	65.21%	15.38%	16.26%	12.24%
Mar 6, 25	408	67.89%	11.76%	10.06%	4.90%
Mar 7, 25	328	70.42%	7.01%	4.88%	6.71%
Mar 8, 25	225	68.44%	4.00%	4.89%	
Mar 9, 25	122	61.48%	5.74%		
Mar 10, 25	238	73.53%			

- 01 Utilization Metrics**  
Track a variety of utilization metrics ( MAU<sup>1</sup> and DAU<sup>2</sup>) and ability to segment data
- 02 Session Replay**  
Visibility into user sessions to drive and monitor feature enhancements
- 03 Heatmaps**  
Ability to analyze engagement within pages
- 04 Journeys**  
Monitor pathways between start and end points. Use **funnels** to identify reasons for drop-offs
- 05 Retention**  
Track engagement with specific pages and activities over time

1. Monthly Active Users (MAU)  
2. Daily Active Users (DAU)