



## Documentation

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[FullStory \(Classic\)](#)

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[FullStory](#) lets product and support teams easily understand everything about the customer experience. The Segment integration for FullStory helps accurately identify your customers within FullStory.

FullStory's cloud mode Segment integration allows you to enrich FullStory data by sending user properties and events from your servers and Cloud Apps so that you apply it to your analysis throughout FullStory. For example, you could build a funnel to analyze drop-off of users who engaged with a certain marketing campaign.

FullStory's cloud mode destination requires that you also use FullStory's tagless autocapture, available through the [FullStory Device Mode \(Actions\) web destination](#). However, if you want to enrich the autocapture data with custom user properties and events from other [server-side sources](#) or [cloud apps](#), such as recurring subscription purchases, use this cloud mode destination.

## Overview

The FullStory cloud mode destination sends information about your users and related events to FullStory. It uses [FullStory's REST APIs](#).

**Identify User:** Converts Segment [Identify](#) calls to [FullStory Set User Properties API calls](#). Use this to set custom attributes which can be used to search and segment within FullStory.

**Track Custom Event:** Converts Segment [Track](#) calls to [FullStory custom event API calls](#). Use this to capture more context about your user's experience on your site or to capture user's actions in other applications to build a more complete understanding of your user's overall experience.

**Identify User V2:** Converts Segment [Identify](#) calls to [FullStory Create User API calls](#). Use this to upsert a user and their attributes which can be used to search and segment within FullStory.

**Track Custom Event V2:** Converts Segment [Track](#) calls to [FullStory Create Event API calls](#). Use this to capture more context about your user's experience on your site or to capture user's actions in other applications to build a more complete understanding of your user's overall experience.

## Benefits of FullStory Cloud Mode (Actions)

- Enrich autocapture data with FullStory's latest data capture APIs
- Ability to send custom events from new sources
- Use [Destination Filters](#) to selectively send certain events or user properties to FullStory

## Getting Started

**1**You need a FullStory API Key to use the FullStory cloud mode destination. Refer to [this article](#) to learn how to generate a new API Key within FullStory.

**2**From the Segment web app, click **Catalog**, then click **Destinations**.

**3**Find "FullStory Cloud Mode (Actions)" in the Destinations list and click it.

**4**Click **Configure FullStory Cloud Mode (Actions)**.

**5**Select an existing Source to connect to FullStory Cloud Mode (Actions).

**6**Provide a Destination Name and select **Fill in settings manually**. Ensure the "Actions" destinations framework is selected and click **Save**.

**7**On the **Basic Settings** page, enter your FullStory API Key from step 1 and click **Save Changes**.

**8**On the **Mappings** tab, you can view default mappings as well as add, modify, or disable mappings. Confirm that the "User ID" FullStory property is mapped to the ID previously used to identify the user. For more information, please refer to the [API documentation](#).



Events that you send through to FullStory through a Cloud-mode connection count towards your FullStory server event quota. To see your company's current quota allotment, view the Subscription information on the Account Settings page in FullStory.

## Troubleshooting

### Why am I getting a '404 Not Found' error?

If you are using the original 'Identify User' and 'Track Event' actions and encounter a "404 Not Found" error, the user for which the API request is being made can not be found in the identified set of users within your FullStory organization. If you expect that user to already exist, you can search for that User ID in FullStory to confirm. Also, double check that you are using an API key from the same organization.

Data sent server-side for users must match an already existing userId that was sent from a client-side connection.

The new 'Identify User V2' and 'Track Event V2' actions will automatically create users when a user matching

the provided UID is not found.

### Why can't I propagate GDPR deletions?

GDPR deletions require an Admin or Architect API key to propagate. You may also contact FullStory directly for deletions.

## Destination Settings

SETTING	DESCRIPTION
API Key	Required. FullStory API key

## Available Presets

Fullstory Cloud Mode (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Event	Event type = "track"	Track Event V2
Identify User	Event type = "identify"	Identify User V2

## Available Actions

Build your own Mappings. Combine supported triggers with the following Fullstory Cloud Mode-supported actions:

**Mapping limits per destination**  
Individual destination instances have support a maximum of 50 mappings.

- Track Event
- Identify User
- Identify User V2
- Track Event V2

### Track Event

Track events

Track Event is a **Cloud** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
User ID *	Type: <code>STRING</code> The user's id
Name *	Type: <code>STRING</code> The name of the event.
Properties	Type: <code>OBJECT</code> A JSON object containing additional information about the event that will be indexed by FullStory.

FIELD	DESCRIPTION
Timestamp	Type: DATETIME The date and time when the event occurred. If not provided, the current FullStory server time will be used.
Use Recent Session	Type: BOOLEAN Set to true if the custom event should be attached to the user's most recent session. The most recent session must have had activity within the past 30 minutes.
Session URL	Type: STRING If known, the FullStory session playback URL to which the event should be attached, as returned by the FS.getCurrentSessionURL() client API.

## Identify User

Sets user identity variables

Identify User is a **Cloud** action. The default Trigger is: type = "identify"

Click to show / hide fields

FIELD	DESCRIPTION
User ID *	Type: STRING The user's id
Anonymous ID	Type: STRING The user's anonymous id
Display Name	Type: STRING The user's display name
Email	Type: STRING The user's email
Traits	Type: OBJECT The Segment traits to be forwarded to FullStory

## Identify User V2

Sets user identity variables. Creates a new FullStory user if no user matching the given uid is found.

Identify User V2 is a **Cloud** action. The default Trigger is: type = "identify"

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: STRING The user's id
Anonymous ID	Type: STRING The user's anonymous id
Display Name	Type: STRING The user's display name
Email	Type: STRING The user's email
Traits	Type: OBJECT The Segment traits to be forwarded to FullStory

## Track Event V2

Track events V2.

Track Event V2 is a **Cloud** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: <code>STRING</code> The user's id
Name *	Type: <code>STRING</code> The name of the event.
Properties	Type: <code>OBJECT</code> A JSON object containing additional information about the event that will be indexed by FullStory.
Timestamp	Type: <code>DATETIME</code> The date and time when the event occurred. If not provided, the current FullStory server time will be used.
Use Recent Session	Type: <code>BOOLEAN</code> Set to true if the custom event should be attached to the user's most recent session. The most recent session must have had activity within the past 30 minutes.
Session URL	Type: <code>STRING</code> If known, the FullStory session playback URL to which the event should be attached, as returned by the <code>FS.getCurrentSessionURL()</code> client API.

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