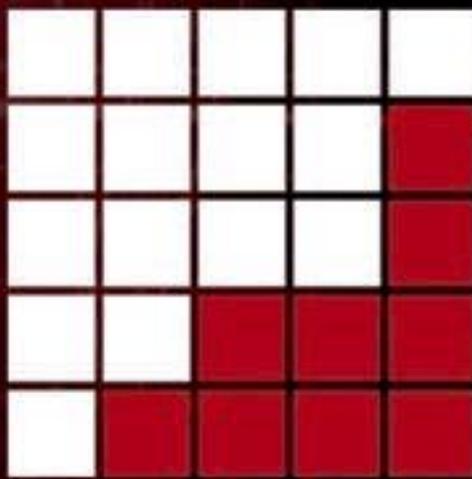


THE DEMYSTIFIED ADVANTAGE

HOW ANALYTICS DEMYSTIFIED HELPED
INGERSOLL RAND TRANSFORM THEIR USE OF
ADOBE ANALYTICS



ANALYTICS DEMYSTIFIED

Ingersoll Rand is a world leader that is at the nexus of environmental sustainability and impact — meeting the growing critical need for clean and comfortable air, safe and fresh food, energy efficiency and sustainable business practices. Its family of brands includes Club Car, Ingersoll Rand, Trane, Thermo King, and more. Each brand has a unique website and web-based strategy for communicating with dealers, distributors, and end-user customers. As digital channels are becoming more prominent touch-points in the customer journey, Ingersoll Rand seeks to optimize its online properties to meet and exceed customer expectations.

Dating back to 2009, the company had varying degrees of implementations of Adobe Analytics across its businesses and web sites which made it difficult for stakeholders to easily answer business questions.

According to Chris Wood, leader of digital marketing and analytics at Ingersoll Rand, “We needed to implement a key performance-indicator (KPI) based strategy, using key conversion metrics to guide and inform marketing strategy, and needed to use Adobe Analytics beyond the most basic tracking of page views, visits, and visitors.

“We needed to implement a KPI based strategy ... and use Adobe Analytics beyond the most basic tracking of page views, visits, and visitors.”

In 2016, Wood attended the Adobe Summit and heard Adam Greco present with Reed Elsevier, a company that Mr. Wood recognized as having similar opportunities as Ingersoll Rand. The presentation of how Analytics Demystified had positively transformed Elsevier’s global use of Adobe Analytics through consolidation of requirements and sound business process prompted Mr. Wood to contact Analytics Demystified for consultation which led to Ingersoll Rand engaging with Mr. Greco on the initiative.

Mr. Greco de-duplicated requirements across the ten participating lines of business and ended up with 90 total requirements that were translated into both a Solution Design and Technical Requirements Document. According to Wood, “The documentation Analytics Demystified created for us has been especially helpful, even after the original re-implementation effort, and we refer to it continually as we deploy new sites and refine our data collection. Going forward, we see an anticipated benefit as we do new implementations of having a playbook and Solution Design document that will reduce time to insights and increase implementation efficiency.

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“We now have a much more comprehensive and consistent understanding of activity across each of our websites. The advantage is two-fold: we are now tracking the things we need to answer real business questions in a customized way, and we’re doing it in a common way across sites that feeds into a global report suite to easily see where things are trending in different businesses, and segmenting by key business segments, geography, and other dimensions.”

“(Thanks to Analytics Demystified) we now have a much more comprehensive and consistent understanding of activity across each of our web sites (and) we definitely see more stakeholders who are comfortable using Adobe Analytics.”

Today, Ingersoll Rand is further down the path of its KPI-based strategy, substantially improving how it leverages Adobe Analytics in terms of organization efficiency and overall use. According to Wood, “The consistent approach we have thanks to Demystified also allows us to run standard ‘labs’ for marketers from different businesses and provide training and demonstrations in a uniform fashion. Everyone is using the same variables, metrics and reports, so we don’t have to do individual trainings for each business. Thanks to this work, we definitely see more stakeholders who are comfortable using Adobe Analytics, going from less than 10 people using it to inform their marketing strategy and customer experiences just a few years ago to over 50 people leveraging it today, and we see that number continuing to grow.”

If you would like to learn more about Analytics Demystified’s work with Ingersoll Rand and similar Enterprise-class companies across the globe please call us directly at (360) 833-3996 or email contact@analyticsdemystified.com.

ABOUT INGERSOLL RAND

Ingersoll Rand (NYSE:IR) advances the quality of life by creating comfortable, sustainable and efficient environments. Our people and our family of brands — including **Club Car®**, **Ingersoll Rand®**, **Thermo King®** and **Trane®** — work together to enhance the quality and comfort of air in homes and buildings; transport and protect food and perishables; and increase industrial productivity and efficiency. We are a \$14 billion global business committed to a world of sustainable progress and enduring results. For more information, visit www.ingersollrand.com.

ABOUT ANALYTICS DEMYSTIFIED

Analytics Demystified is run by many of the best known names in the digital analytics and optimization industry and brings over 100 years of experience to every client engagement. Our consulting model has a singular focus, client satisfaction, and that translates into the right answer,

the first time, every time for every company that calls us for help. No account managers, no “fresh out of college” consultants-in-training, no overhead or waste ... just the best analytics and optimization consulting available in the world today. Contact us to learn why many of the best known brands in retail, athletic apparel, technology, media, publishing, financial services, and consumer packaged goods rely on Analytics Demystified to help shape their digital measurement and testing strategy.