

fullstory +  FORTIVE

Fortive Drives Evidence-Backed Digital Experimentation across 40+ websites with FullStory

CUSTOMER STORY





ABOUT FORTIVE CORPORATION

- **Industry:** Industrial Growth & Technology
- **Company Size:** Large Enterprise
- **Use cases:** Customer Journey, UX Research, Experimentation

Fortive is a family of over 20 well-known companies that span the industrial technology field from SaaS to transportation. Founded in 2016, Fortive has been named to the Fortune 500 three times and holds a diversified portfolio of essential technology businesses with track records of growth and success. Since introducing FullStory throughout its global family of brands, Fortive has boosted its own awareness of buyer barriers, and drastically improved efficiency in measuring and tracking revealing user actions.

“ The user frustration metrics in FullStory help us zoom in on issues that we weren’t even aware of. When you look at a website every day, it’s easy to become desensitized to the barriers that can exist for first-time visitors and potential customers. With FullStory, we can quickly figure out why users are behaving in certain ways and uncover issues and growth opportunities that weren’t even on our radar.”



— Michelle Smith,
Global Digital Analytics
Manager, Fortive

FORTIVE’S 20+ PORTFOLIO COMPANIES USE FULLSTORY TO GAIN DETAILED USER INSIGHTS WORLDWIDE

SAVING TIME WITH AUTOMATICALLY TRACKED WEBSITE ELEMENTS

Before implementing FullStory, a central Fortive team needed to manually tag any website element that they wanted to be able to monitor through their analytics software. With a portfolio of over 20 companies, this quickly became a time-consuming task with ample room for error. By introducing FullStory to over 40 of its companies’ websites, Fortive is able to track and analyze every element on a website automatically, with no manual tagging required.

BETTER UNDERSTANDING SITE VISITORS WHO CHOOSE NOT TO BUY

Prior to FullStory, Fortive relied on tools like Google Analytics to glean insights on user behavior. However, this macro-level data didn’t reveal the reasons behind the actions, leaving Fortive to pursue customer feedback on an individual basis. This lack of automation left Fortive struggling to understand what was happening to site visitors who didn’t become customers. With FullStory, Fortive is able to evaluate site usage on a granular scale, and better understand the impediments potential customers are facing.

CONCEPTUALIZING NEW WAYS TO USE FULLSTORY WITH ANNUAL DIGITAL HACKATHON

Fortive’s annual Digital Hackathon is a voluntary event where digital teams compete in data-based experimentation challenges in a number of categories. Teams from around the world are supplied with digital tools, like FullStory, and tasked with ideating and launching experiments. This year’s winning Voice of Customer experiment used over 30 FullStory session replays to create a Control + Treatment test that monitors user frustration and time on page to increase conversion rate.

RESULTS

40-50

Fortive companies’ websites hosting FullStory

200+

Digital pros conducting FullStory tests at the annual Hackathon

20+

Fortive companies using FullStory to increase sales

