



FIELD TEST CASE STUDY –
RIDGID TABLE SAW

FIELD TEST – CASE STUDY

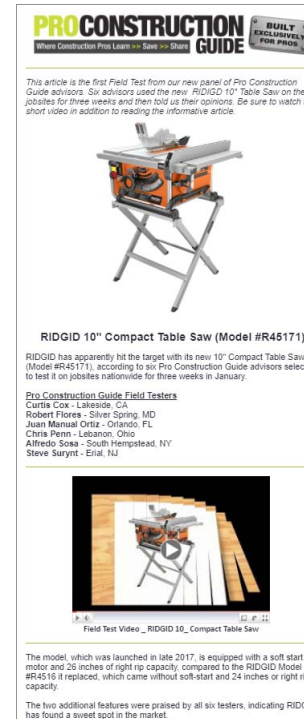
OBJECTIVE

Raise awareness of the features on the new RIDIGD 10” Compact Table Saw.

TACTICS


Leverage Pro Construction Guide and Constru-Guia’s new Field Test videos and articles to share testimonials in both English and Spanish with the Pro community via email and Facebook. The table saws were sent to six Pro Construction Guide/Constru-Guia Advisors and they were tested on the respective jobsites for three weeks. The video and article are a compilation of all of the feedback received from the Advisors.

The entire English article and video can be found at ProConstructionGuide.com/fieldtest



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This article is the first Field Test from our new panel of Pro Construction Guide advisors. Six advisors used the new RIDIGD 10” Table Saw on their jobsites for three weeks and then told us their opinions. Be sure to watch the short video in addition to reading the informative article.



RIDIGD 10” Compact Table Saw (Model #R45171)

RIDIGD has apparently hit the target with its new 10” Compact Table Saw (Model #R45171), according to six Pro Construction Guide advisors selected to test it on jobsites nationwide for three weeks in January.

Pro Construction Guide Field Testers
Curtis Cox - Lakeville, CA
Robert Flores - Silver Spring, MD
Juan Manuel Ortiz - Orlando, FL
Chris Penn - Lebanon, Ohio
Alfredo Sosa - South Hempstead, NY
Steve Surynt - Erlat, NJ



Field Test Video - RIDIGD 10” Compact Table Saw

The model, which was launched in late 2017, is equipped with a soft start motor and 26 inches of right rip capacity, compared to the RIDIGD Model #R4516 if replaced, which came without soft-start and 24 inches of right rip capacity.

The two additional features were praised by all six testers, indicating RIDIGD has found a sweet spot in the market.



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Este artículo contiene la primera Prueba de Campo de nuestro nuevo panel de asesores de Constru-Guia. Seis asesores usaron la nueva Sierra de Mesa de 10” de RIDIGD en sus trabajos por tres semanas y luego nos dieron su opinión. Asegúrese de ver el video corto y de leer el artículo completo de información útil.



Sierra de Mesa Compacta RIDIGD de 10

Parece que RIDIGD le ha dado al blanco con su nueva Sierra de Mesa Compacta de 10” (Modelo No. R45171), de acuerdo con seis asesores de Constru-Guia al día seleccionados para ponerla a prueba en obras de construcción en todo el país durante tres semanas en enero.

Evaluadores de campo de Constru-Guia al día
Curtis Cox - Lakeville, CA
Robert Flores - Silver Spring, MD
Juan Manuel Ortiz - Orlando, FL
Chris Penn - Lebanon, Ohio
Alfredo Sosa - South Hempstead, NY
Steve Surynt - Erlat, NJ



Sierra de Mesa Compacta de 10” de RIDIGD

MARCH 2018 FIELD TEST FOR RIDIGD EMAIL METRICS:



95,700

EMAIL NEWSLETTERS
DELIVERED



15,500

EMAIL NEWSLETTERS
OPENED



956

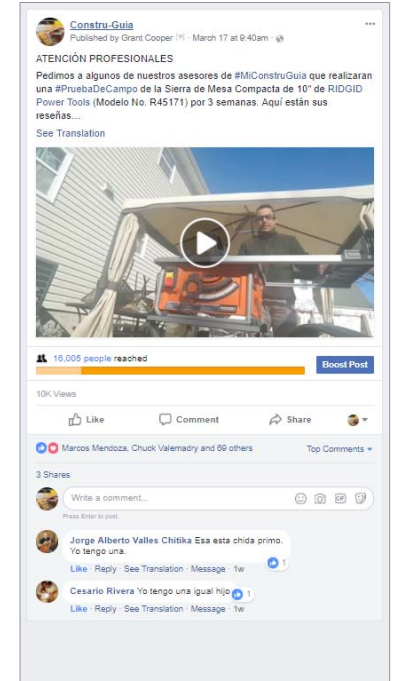
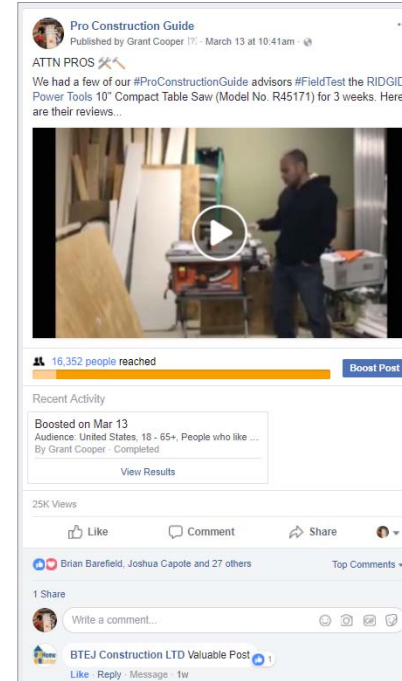
VIDEO VIEWS

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FACEBOOK POSTINGS

During a 10-day period in March 2018 the RIDGID Field Test videos were posted to both the Pro Construction Guide and Construí-Guia Facebook pages.

The client also shared the posts to their Facebook followers extending the reach of the third party endorsement of the new Compact Table Saw, but those numbers are not included in the results below.



SOCIAL METRICS:



32,357
REACHED



35,000
VIDEO VIEWS



192
ENGAGEMENTS

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RESULTS –

The RIDGID Field Test article has been read by 17,000 subscribers via the email newsletters and/or on ProConstructionGuide.com and MiConstruGuia.com.

The video for the RIDGID Field Test has been viewed over 37,500 on Facebook, through the email newsletter and/or on ProConstructionGuide.com and MiConstruGuia.com.

DELIVERY OF 54,500



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