

## CASE HISTORY

# Autodesk Account Based Marketing Program

Autodesk is a leader in 3D design, engineering and entertainment software and ranked one of the top 15 most innovative companies by Forbes. They have undergone a companywide shift to accelerate growth through new marketing and sales collaboration. As part of this effort, Autodesk approached Industry Week, part of Informa's Manufacturing group, to target a clearly defined set of accounts and functions. Customized campaigns were created to resonate and engage with these target prospects.



### *The Autodesk Program consisted of the following:*

- ▶ Target audience based on AutoDesk's ABM company list along with un-opens from a previous campaign
- ▶ A 3-touch strategy that followed the buyer's journey, each of which was mapped to a unique content item
- ▶ Three targeted emails sent over a two- to three-week period
  - Engagement dictated cadence
  - Co-branded with IndustryWeek and AutoDesk to optimize lead conversion

### **Content Strategy**

To effectively nurture and prioritize leads, it was important to identify relevant content to facilitate movement through the decision-making process and identify digital behavior that reflects intent to purchase. The three nurturing phases are:



**IndustryWeek**

Infrastructure intelligence   
informa



# Account Based Marketing Program

## Assets Utilized

EDUCATE: Infographic: How IoT is Disrupting Manufacturing

ENGAGE: Video: Leveraging IIoT to Create New Services & Revenue

CONVERT: Top 10 Factors for a Successful IIoT Implementation

## Program Feedback

Conversation with Tiiu McGuire-Correia, Product Marketing | Content Marketing, Autodesk

### Tell us a little about the history of your ABM program?

“Although we were exceeding the MQL /volume goal for leads ... sales feedback was the leads lacked quality in reaching the right sub-industries, job titles or seniority levels. We pivoted from an industry focused marketing strategy ... to only spending against programs that reach our exact prospect target list. Informa is one of the few partners that offers a combination of the right audience, reach and quality advertising/ content options. The results have been fantastic.”

### What are the top three things that made this program work so well for Autodesk?

- **Quality:** Although the volume was lower than broad-based marketing techniques - the target match and quality were substantially higher. Conversion rate from MQL to stage 2 dramatically rose...from 2.5% to almost 15%. 15-20% of leads were VP+.
- **Turnkey:** Easy to produce program. If you have your target list and quality content to provide... Informa handles all the rest.
- **Data is the new gold:** The detailed reports that we receive allow marketing to have a data-based conversation with sales about performance/conversions and target audience.

For more information on Content Marketing and Account Based Marketing programs, please contact your regional sales manager or Jane Cooper at [jane.cooper@informa.com](mailto:jane.cooper@informa.com)

The collage displays three IndustryWeek assets:

- Infographic: How IoT is Disrupting Manufacturing** - A red header with the IndustryWeek logo. The text below states: "This infographic highlights key research findings from the Autodesk/Taxal Research on the IIoT revolution, and how it is..."
- Video: How To Leverage IIoT & Create New Services & Revenue** - A red header with the IndustryWeek logo. The text below asks: "Do you really know how customers are using your products today? Can you delight customers with better quality products? See an example of how manufacturers can leverage Fusion Connect to transform business by creating new services and revenue. Many customers drive measurable results with Autodesk Fusion Connect within 30 days." Below the text is a video thumbnail showing a circular diagram with various IoT icons and the text "2 Minute Video", "REMOTE MONITORING", "CONVENIENCE", "COMMUNICATION", "WIRELESS NETWORKS", "TECHNOLOGIES", "IOT", "NEW SERVICE", and "INTELLIGENT BUILDING".
- Free Guide: Top 10 Factors For a Successful IIoT Implementation** - A red header with the IndustryWeek logo. The text below states: "In this FREE guide you will learn the top secrets to ensure the implementation of your IIoT strategy will be a success. Some highlights include..." followed by a bulleted list:
  - Insights from independent research and case studies
  - Key trends, challenges and benefits
  - The top 10 factors for a successful IIoT implementation
 Below the list is a thumbnail for the guide titled "TOP 10 CONSIDERATIONS FOR A SUCCESSFUL IIoT IMPLEMENTATION" by Jim Brown, President at Tech-Clarity. The thumbnail features a yellow excavator and the Autodesk Fusion Connect logo.

At the bottom of the collage, the text "Sponsored By: AUTODESK" is visible.