

## 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



The collage features three main assets from IndustryWeek:

- Infographic:** "How IoT is Disrupting Manufacturing". It highlights key research findings from Autodesk/Taxal Research on the IIoT revolution.
- Video:** "How To Leverage IIoT & Create New Services & Revenue". A 2-minute video discussing customer usage, quality, and revenue growth through Fusion Connect.
- Free Guide:** "Top 10 Factors For a Successful IIoT Implementation". A guide offering insights from independent research, key trends, and 10 implementation factors.

Additional elements include a "WATCH NOW" button, a "READ NOW" button, and a "Sponsored By: AUTODESK" logo at the bottom.