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:
Account Based Marketing Program

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