

Account-Based Sales-Marketing At Autodesk — How To Scale An ABM Program Globally To 10K Accounts In One Year

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Autodesk ABSM Journey

How did we get here?



What's Unique About Autodesk?

Where we were 1 year ago from today.



EXECUTIVE BUY-IN

**DEDICATED
BUDGET**

ABSM Program Foundation

- ABM Org. Structure
- Sales Alignment
- Target Account List

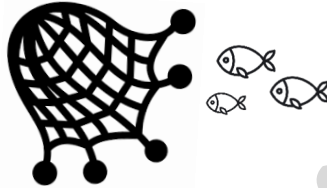




What is Account Based Sales & Marketing?

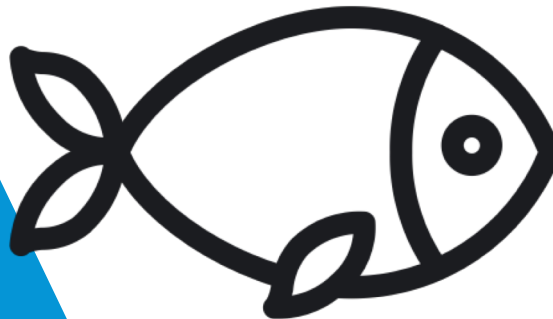
Traditional Marketing

Traditional demand generation is like *fishing with a net*.



Account Based Sales & Marketing (ABSM)

Account based marketing is like *fishing with a spear*.



Two Ways To Do ABM

Pick A Path – You Do You!

Listen to Engagers

Leverage technology to identify your high engagers and use intent signals to target those accounts.

Option 1

Assigned Account List

- ✓ Each ABM has an assigned account list

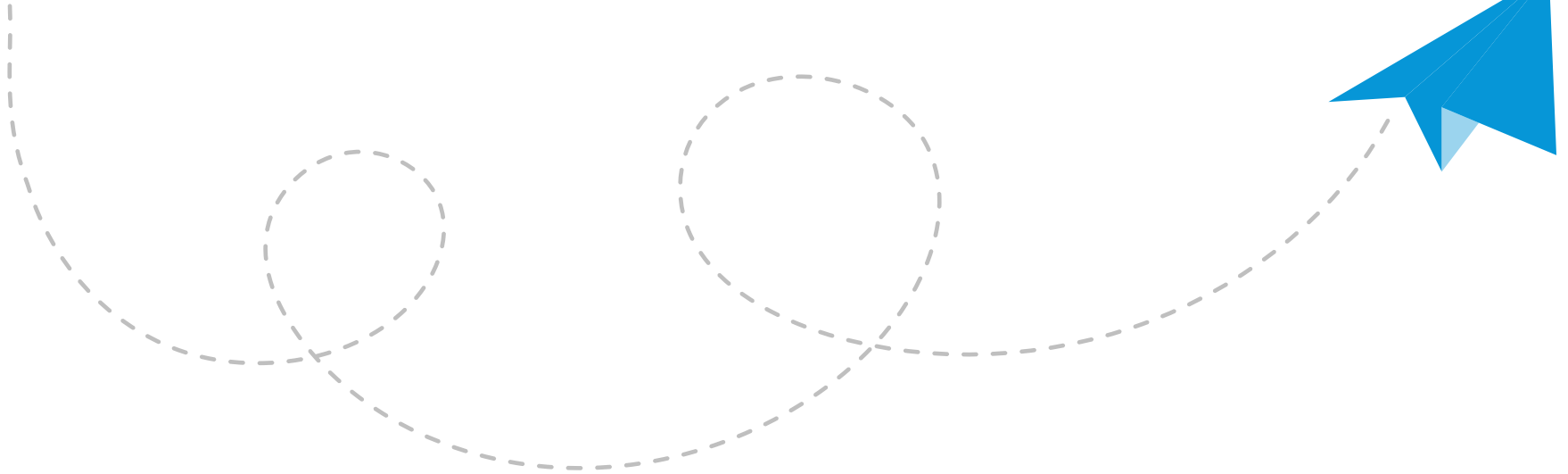


Option 2

Target Accounts

Concentrate resources on a set list of accounts.

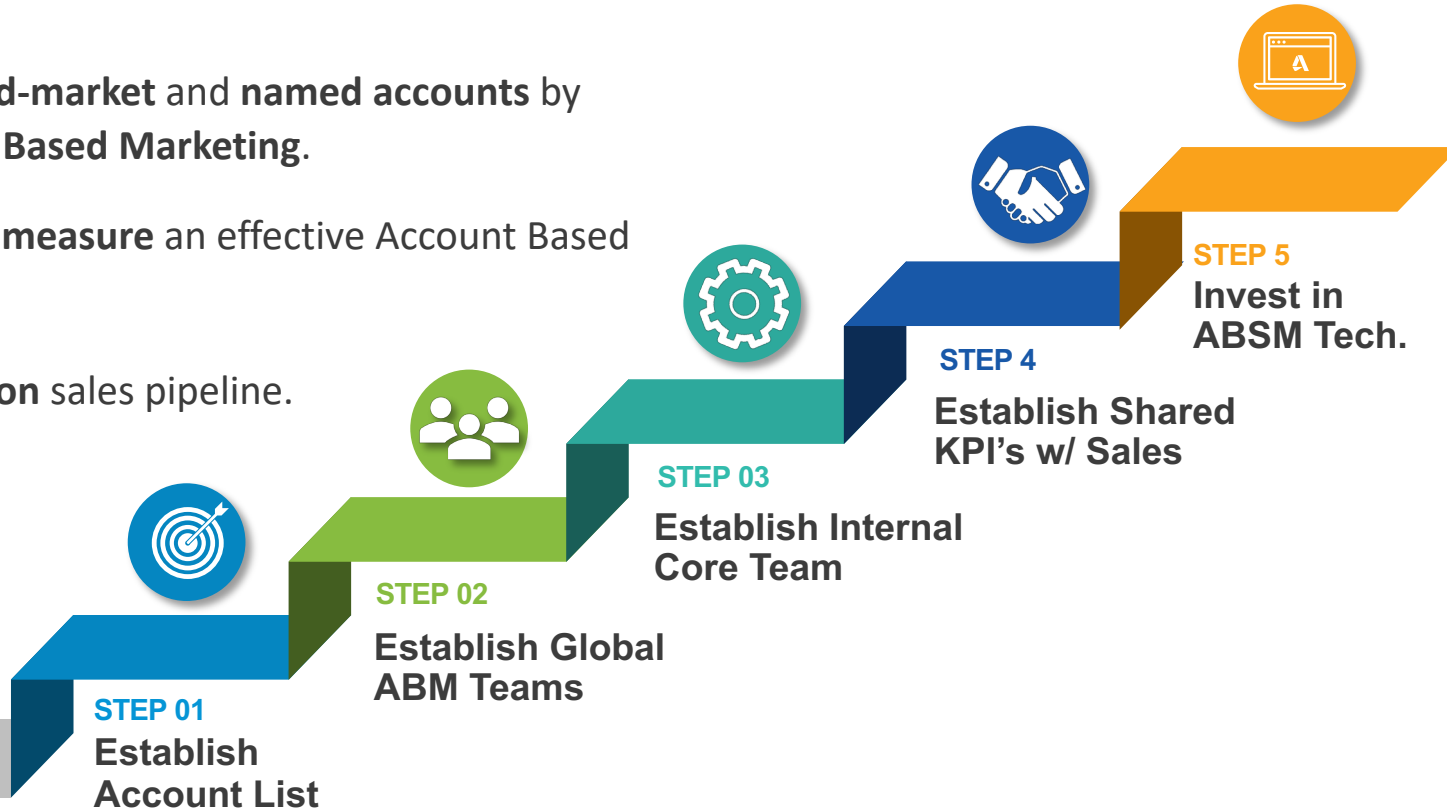
HOW DID WE START?



2018 ABM Team Goals

Create an Impact Driven Organization

- **Grow business** in **mid-market** and **named accounts** by focusing on **Account Based Marketing**.
- **Establish, scale, and measure** an effective Account Based Marketing approach.
- **Maximize contribution** sales pipeline.
- Get a **QUICK WIN!**



Target Account List

Globally 7,705

Segmentation

- ✓ Named Accounts
- ✓ Mid-Market Account
- ✓ All Industries



Americas

3,529

Europe / Middle East

2,828

Asia / Pacific

1,348



STEP 01

Establish Account List

Target Account List 7,705

Segmentation

- ✓ Named Accounts
- ✓ Mid-Market Account
- ✓ All Industries



Americas

3,529

Europe / Middle East

2,828

Asia / Pacific

1,348

Account Selection Process

Target Account List

Account Assignments

- ✓ Start Small
- ✓ Align With Territory Orgs
- ✓ Reps Prioritized (Tier 1,2,3)



RELATIONSHIPS

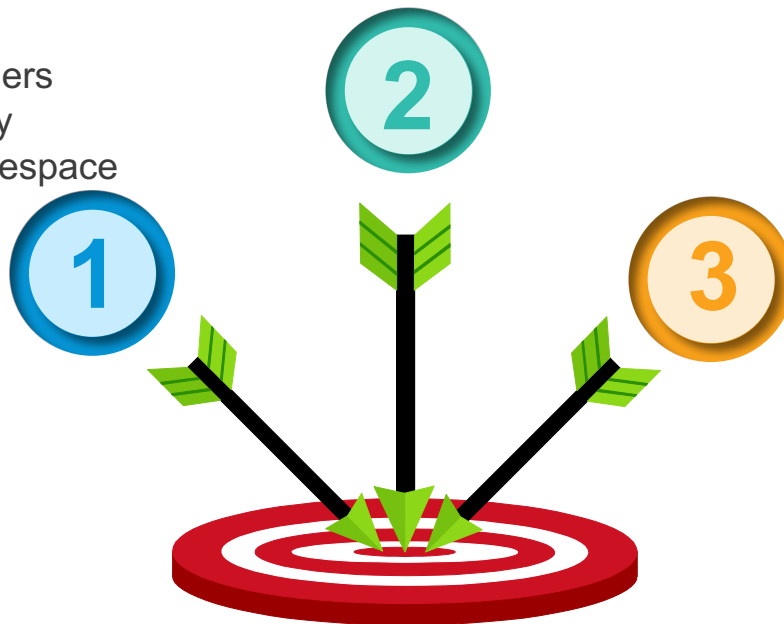
- Sales Rep and Reseller

1ST PARTY DATA

- Already Our Customers
- Geography / Territory
- Sales Volume / Whitespace

INDUSTRY LISTS

- Top ENR 400 for Construction

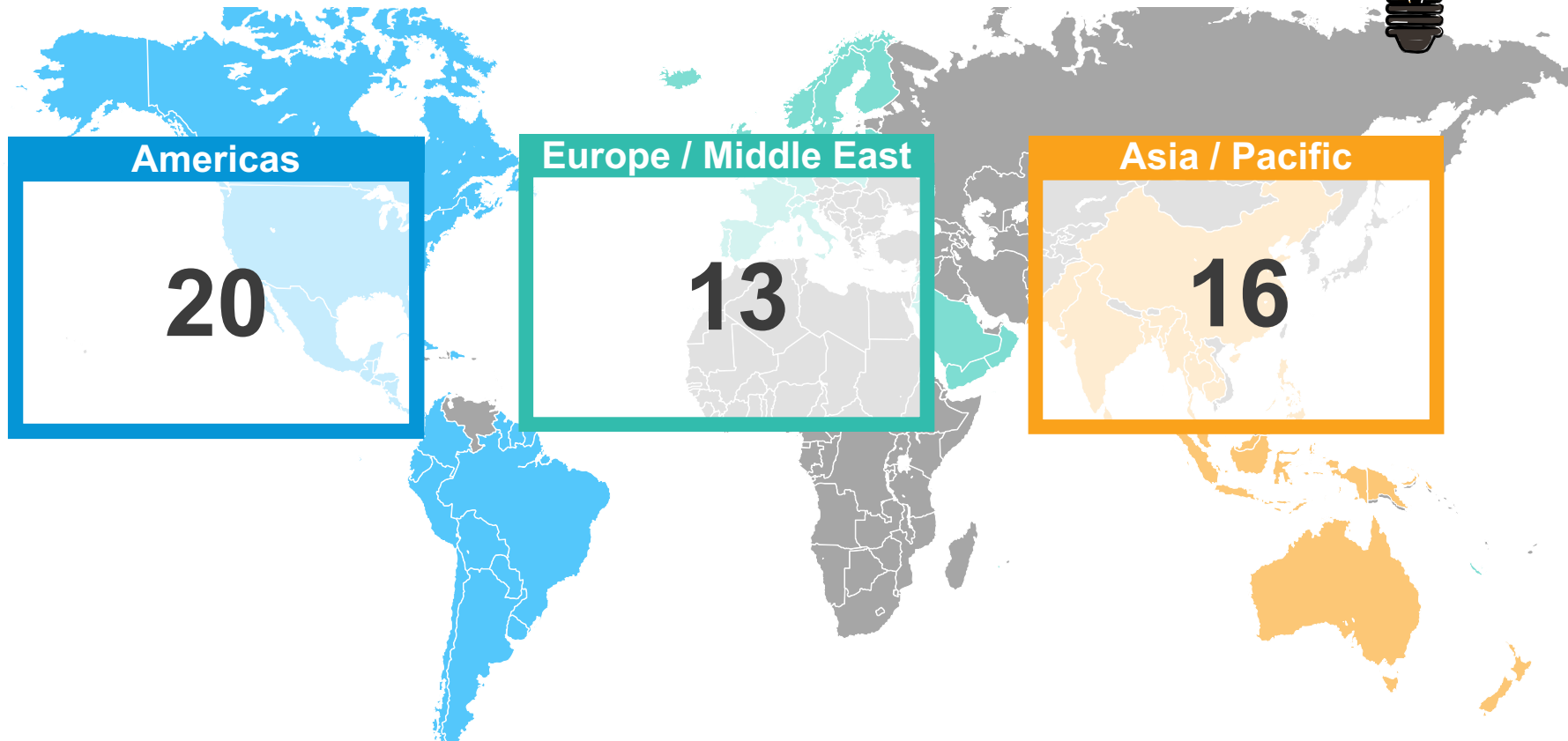


Establish ABM Teams

3 Global Teams | 49 ABM (Leadership & Marketers)

Alignment

- ✓ Named Accounts
- ✓ Mid-Market Accounts





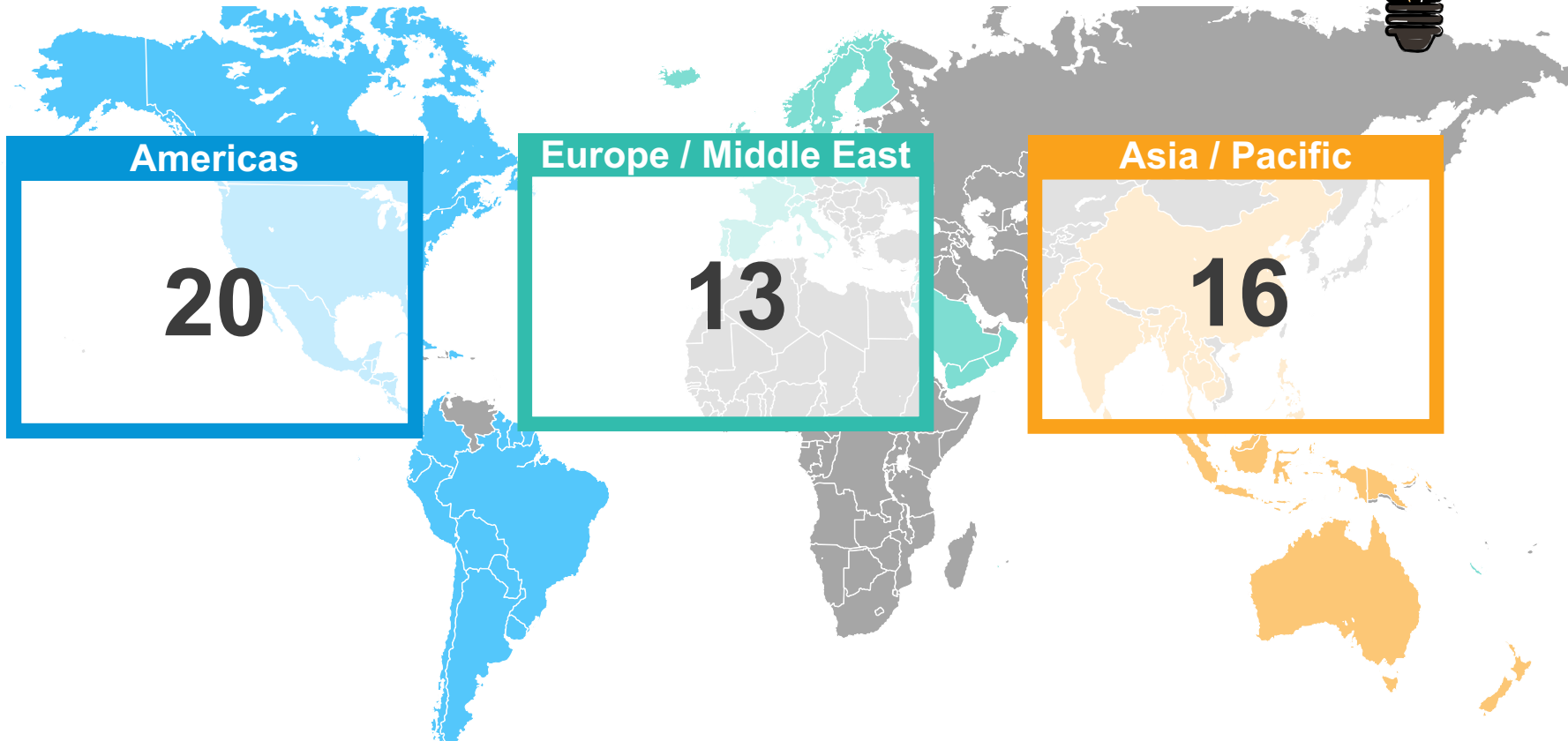
STEP 02

Establish ABM Teams

3 Global Teams | 49 ABM (Leadership & Marketers)

Alignment

- ✓ Named Accounts
- ✓ Mid-Market Accounts

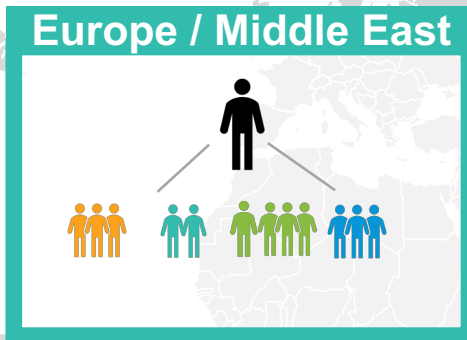
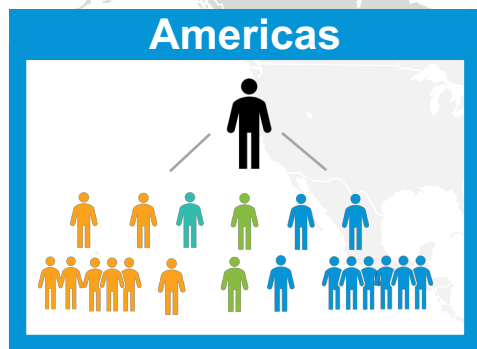


Autodesk ABM Org

3 Global Teams | Focused on Product Industry

Industry Specific

- ✓ Named Accounts
- ✓ Mid-Market Accounts



 Architecture, Engineering, Construction (AEC)

 Product Design & Manufacturing (D&M)

 Media & Entertainment (M&E)

 All Industries

Autodesk ABM Org – N. America

Architecture, Engineering, Construction (AEC)

Aligned w/ Sales

- ✓ Territory Sales
- ✓ Industry



AEC/ABM Team Manager



West Region



- Regional Sales Mngr.
- Territory Sales Executives
- Business Development. Rep

Central Region



- Regional Sales Mngr.
- Territory Sales Executives
- Business Development. Rep

Northeast Region



- Regional Sales Mngr.
- Territory Sales Executives
- Business Development. Rep

Construction



- Regional Sales Mngr.
- Territory Sales Executives
- Business Development. Rep

South Region



- Regional Sales Mngr.
- Territory Sales Executives
- Business Development. Rep

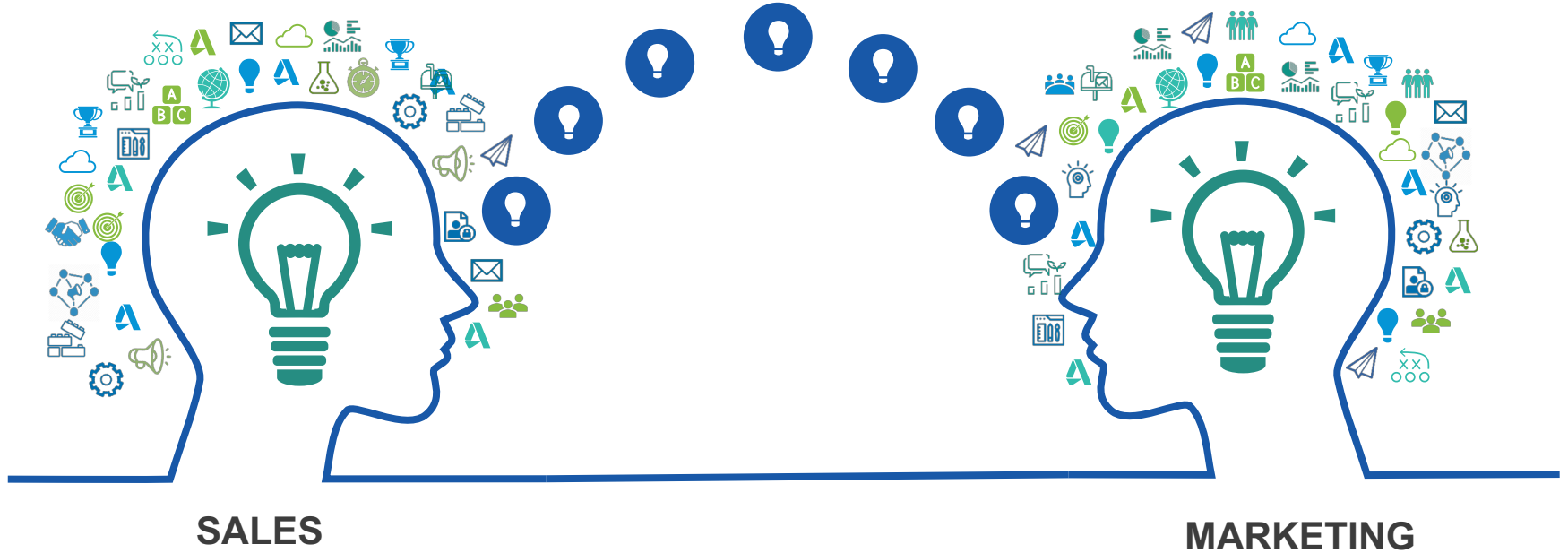
Program Manager



- Marketing Operations
- Web Optimization
- 3rd Party Platforms/Vendors

1:1 Account Planning & Strategy Sessions

1:1 Account Planning & Strategy Sessions



Dedicated ABSM Support Roles

ABSM Support Roles in Other Orgs.

Alignment

✓ Industry Focused CDT



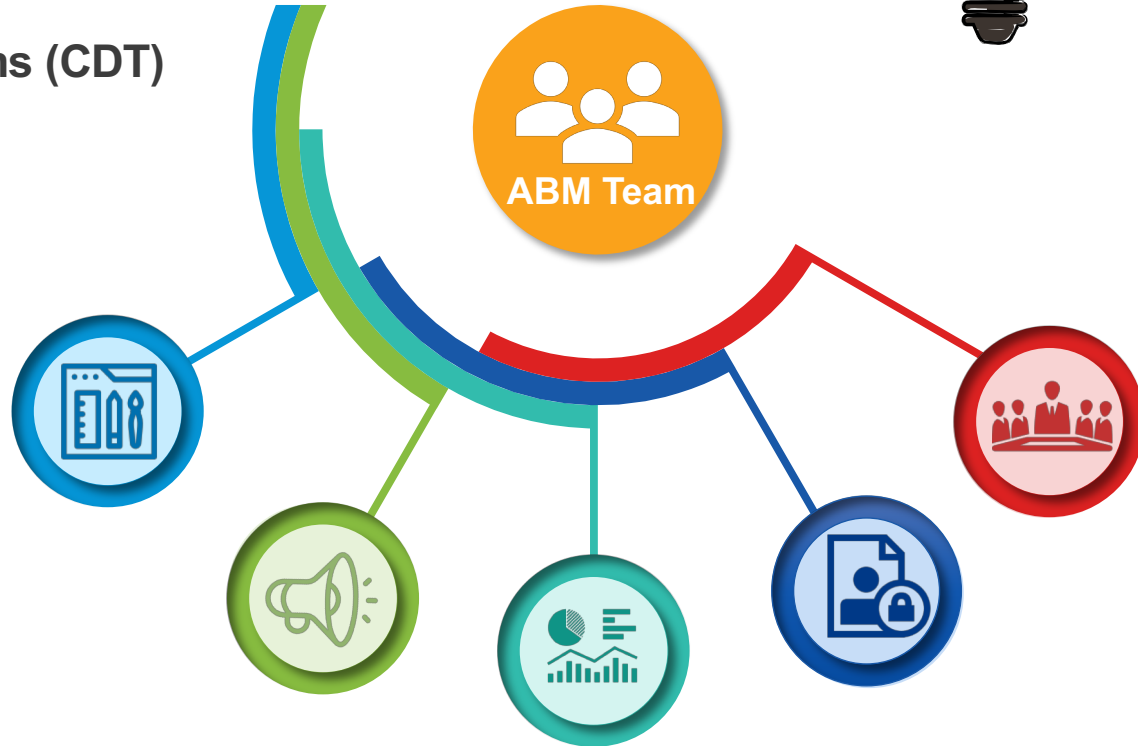
● Campaign Development Teams (CDT)

● ABSM Communications

● Data & Analytics

● Marketing Services

● Events



ABSM Core Team

Leadership Buy-In

Leadership Mix

- ✓ ABM Country Managers
- ✓ Sales Automation
- ✓ Sales Analytics & Data Ops.
- ✓ Marketing Operations & Data
- ✓ Marketing Demand Generation



**ABSM
Foundation**



**Training, Change
Management**



**Account
Engagement**



**Metrics &
Reporting**



STEP 03

Establish ABSM Core Team

Leadership Buy-In

Leadership Mix

- ✓ ABM Country Managers
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- ✓ Marketing Operations & Data
- ✓ Marketing Demand Generation



**ABSM
Foundation**



**Training, Change
Management**



**Account
Engagement**



**Metrics &
Reporting**



STEP 4

Establish Shared KPI's

Sales Buy-In

ABSM Alignment

✓ Marketing Carries a Number



\$ Goal

Annual Contract Value (ACV)
% Contribution to Pipeline



\$ Goal

Annual Contract Value (ACV)
% to Sales Quota Attainment



Subscribers Goal

Cloud Vs. Product.



Subscribers Goal

Cloud Vs. Product.



Stats of the Account

% Account Lift
Seat Expansion
Interactions w/ Marketing Content
of Trialers
of Meetings
Deal Velocity
Advocacy



Stats of the Deal

Avg. Deal Size
% of Product Mix
of Net New Contacts
New Opportunities
Conversions
of Renewals



Execute & Get A Quick Win

Sail the ship while we are still building it.
Build the plane while you're flying it.

Getting Started

- ✓ Executive Buy-In
- ✓ Dedicated Budget



ABM Staffing

- ✓ Global organizational alignment
- X 33 *new* ABMMs to-be-hired



Segmentation

- ✓ Target list of accounts
- X Account prioritization, Account planning, Sales play mapping



Programmatic Execution

- ✓ Run existing campaigns when possible
- X Content for all accounts



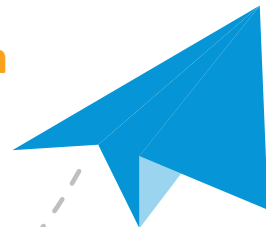
High Touch Execution

- X Test high-touch tactics for priority accounts



Account Insights

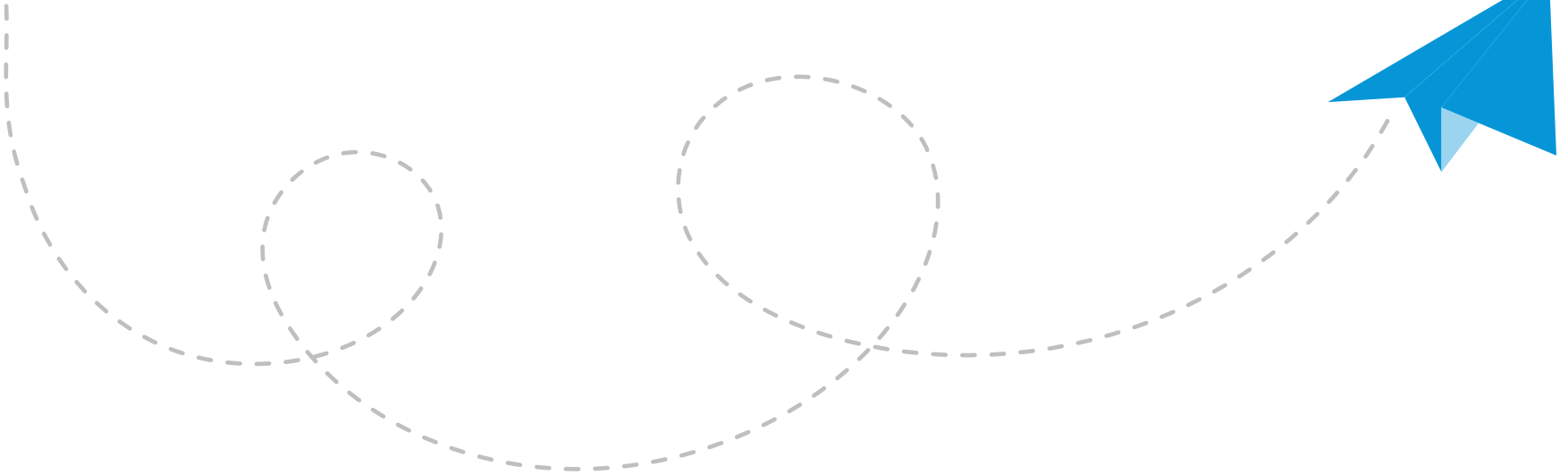
- X Actionable Account Insights for Sales



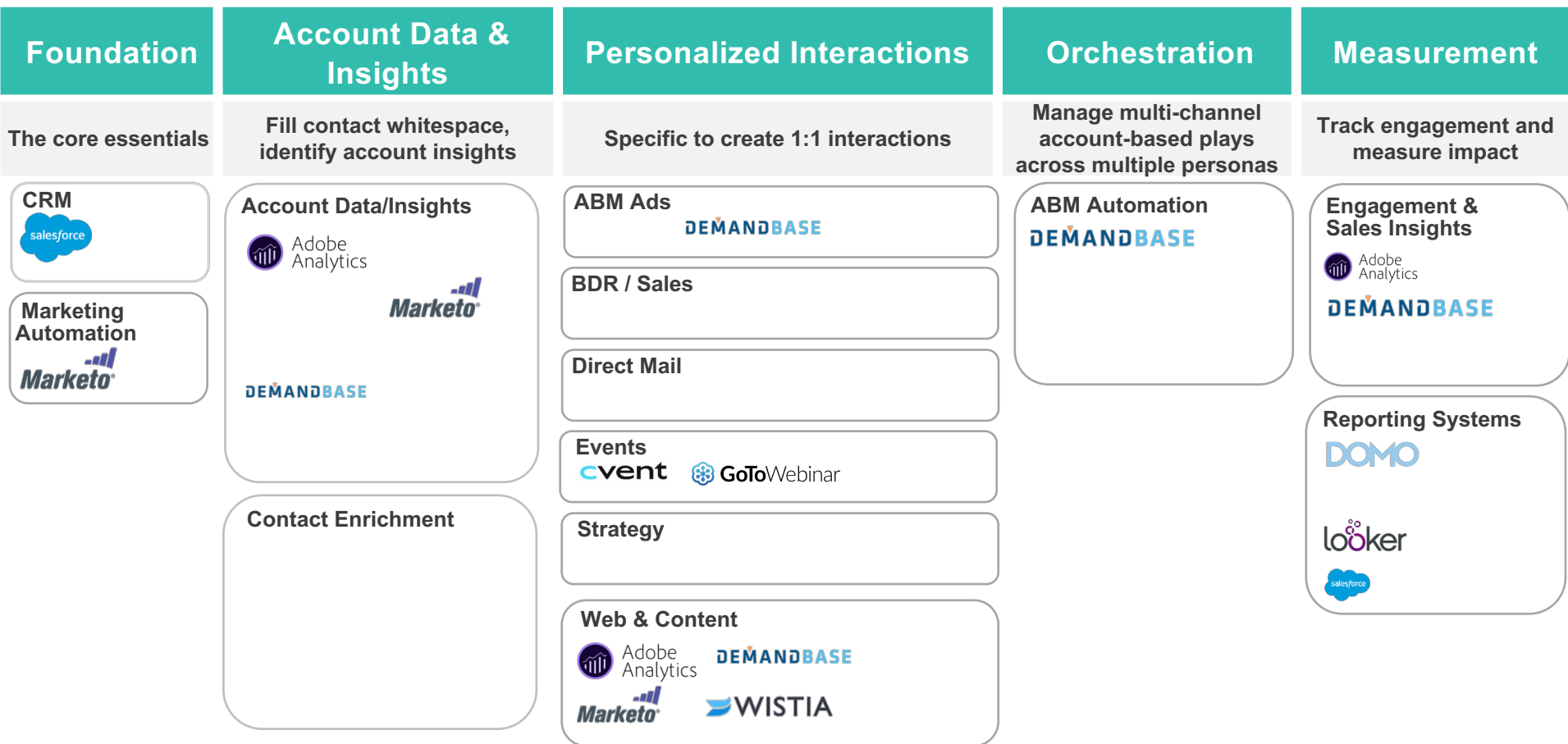


STEP 5












































WHAT ABOUT OUR MARTECH STACK?










































ABM MarTech Stack



ABM MarTech Stack

Foundation	Account Data & Insights	Personalized Interactions	Orchestration	Measurement
The core essentials	Fill contact whitespace, identify account insights	Specific to create 1:1 interactions	Manage multi-channel account-based plays across multiple personas	Track engagement and measure impact
CRM 	Account Data/Insights  Adobe Analytics  Engagio  Bombora  Marketo  DataFox  RollWorks  DEMANDBASE  DODGE DATA & ANALYTICS	ABM Ads    DEMANDBASE  RollWorks BDR / Sales  folloze  Yesware Direct Mail  PFL  Sendoso  VLG Events  event  GoTo Webinar Strategy  TOPO  momentumabm Web & Content  Adobe Analytics  DEMANDBASE  folloze  Marketo  WISTIA  Überflip	ABM Automation  DEMANDBASE  folloze  RollWorks  Überflip	Engagement & Sales Insights  Adobe Analytics  DEMANDBASE  folloze Reporting Systems  DOMO  Engagio  looker  Salesforce
Marketing Automation  Marketo	Contact Enrichment  Business Advantage  LinkedIn SALES NAVIGATOR  LeadGrabber Pro			

ABM MarTech Stack

Foundation	Account Data & Insights	Personalized Interactions	Orchestration	Measurement
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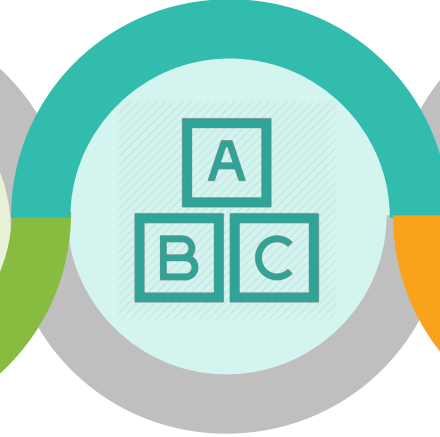
ABSM Technology

Folloze Fit Our Needs

**A Tool For Both
Sales & Marketing**



**Scalable
Personalization**



**Self Service
Content for Sales**



**Closed Loop
Reporting**



Overview | ABSM Technology

Objective: Self-Service Content for Sales w/ Content Analytics for Customer Engagement



Self-Service Content for Sales

Marketing enabled self-service content to support conversations.



Scalable Personalization

Enable Sales to offer personalized customized content at the right time to the right customer.



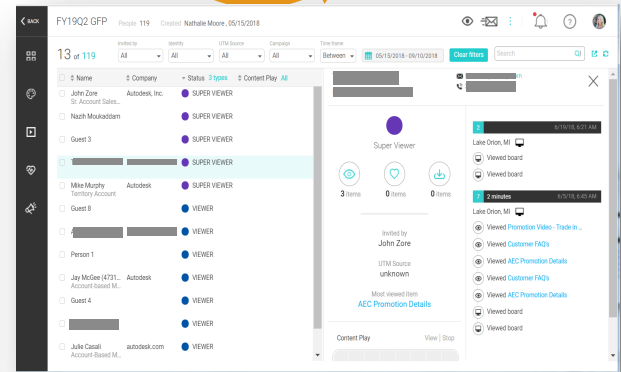
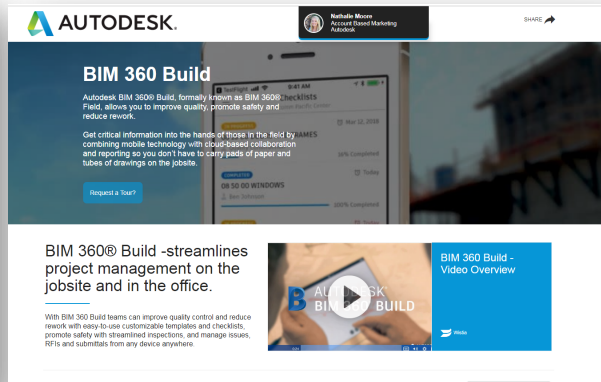
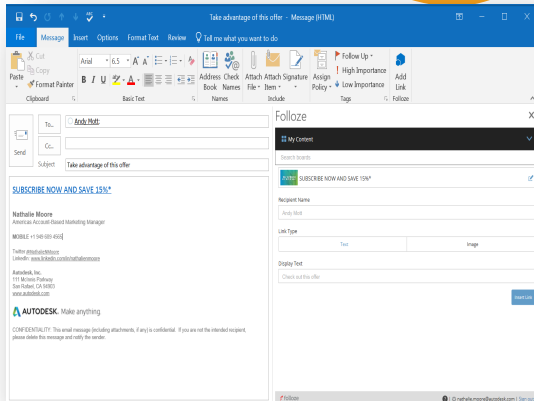
Closed-Loop Reporting

Real-time results, so that marketing and sales can optimize on the fly.

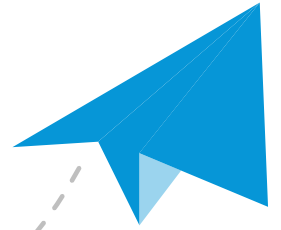


Sales Follow-Up

Inquires are directly routed back to TASE rep, and engagements are tracked for instant follow up.



HOW IS FOLLOZE AN ACCOUNT BASED SALES & MARKETING TOOL?



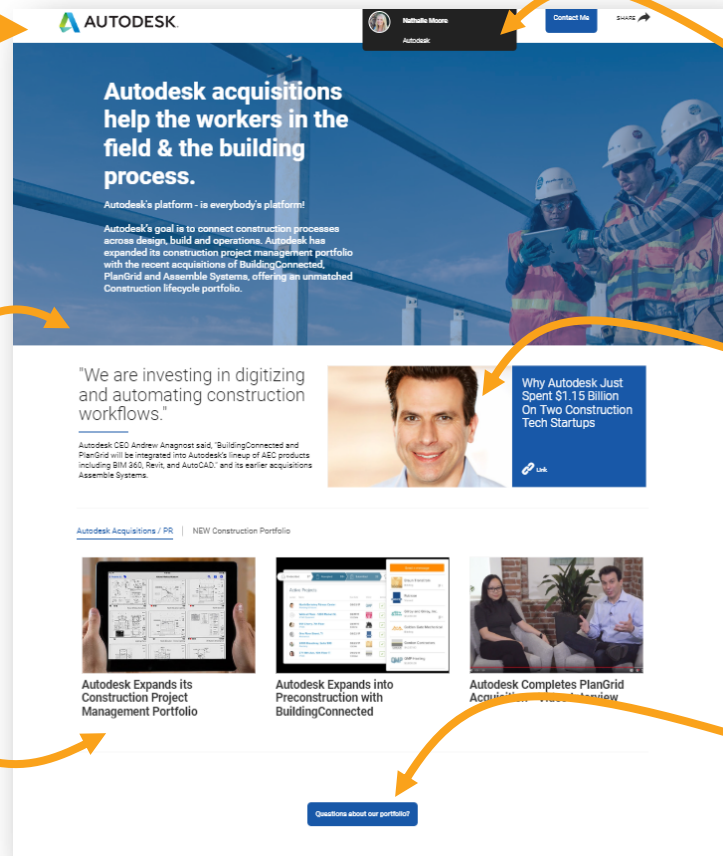
How A Folloze Board Works

Objective: Self-Service Content for Sales w/ Content Analytics for Customer Engagement

Company Logo in Header
Color Scheme Aligned w/ Brand Colors

Customizable Text Copy and Banner with options for CTA Buttons.

Content Cards. Hyperlinks to webinars, videos, blogs or uploaded PDF's and more. Featured Content above.

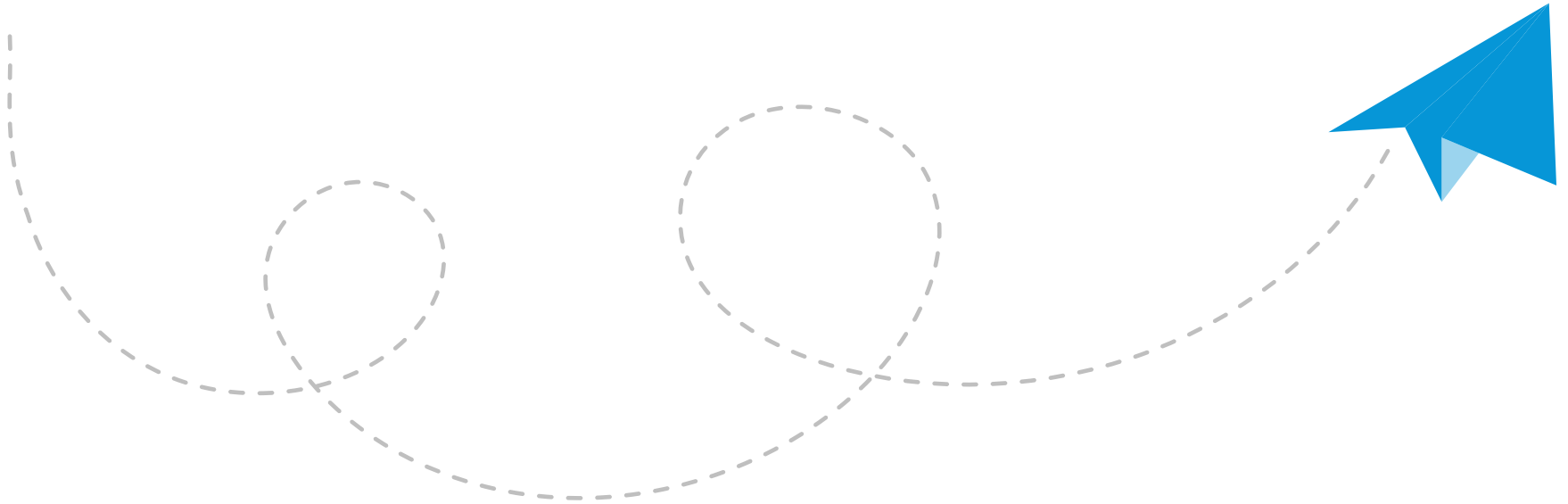


Rep Picture & Contact Info in Header w/ Customer Name Personalized in a Greeting Message

Featured Content

All CTA's are routed directly to the rep that sent the board

SELF-SERVICE CONTENT FOR SALES

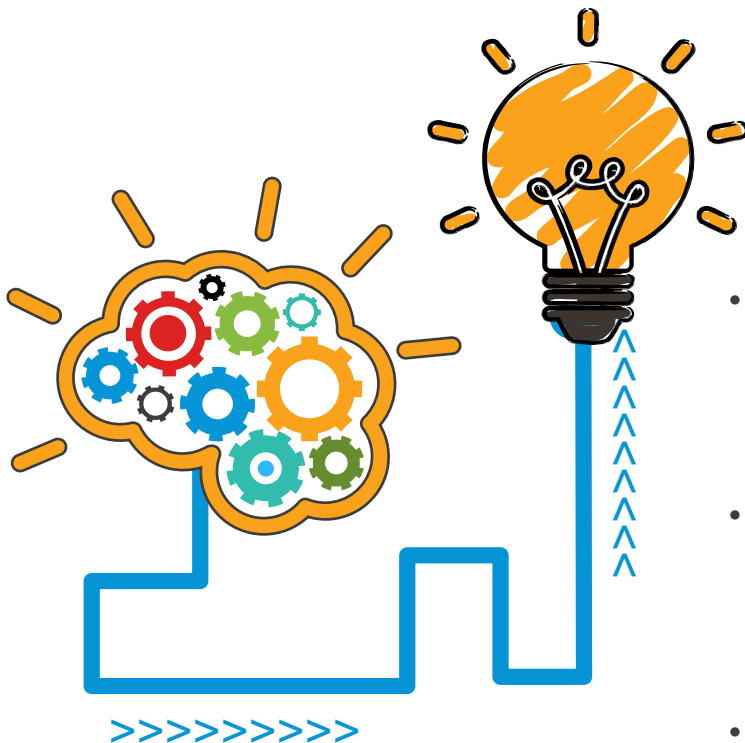


Folloze Offers Self-Service Content for Sales

Goal: Marketing enabled self-service content to support conversations

The Challenge:

- Sales reps can't easily find content to send to customers.
- If they find content, they send it to customers via multiple links in an email.
- The links send the customers to multiple websites.
- Not a good customers experience.
- Marketing needs to quickly curate content for 1:1 customer experiences.



The Solution.

- Folloze allows ABMM to be agile, curate a custom board (landing page) in a snap.
- Folloze works like Pinterest®, you pin links or upload content resources to create a story board.
- MS Outlook plug-in allows Sales Reps to quickly find pick from different content story boards and send via email.
- A **good** customer experience.

How Sales Uses Folloze: Plug & Play

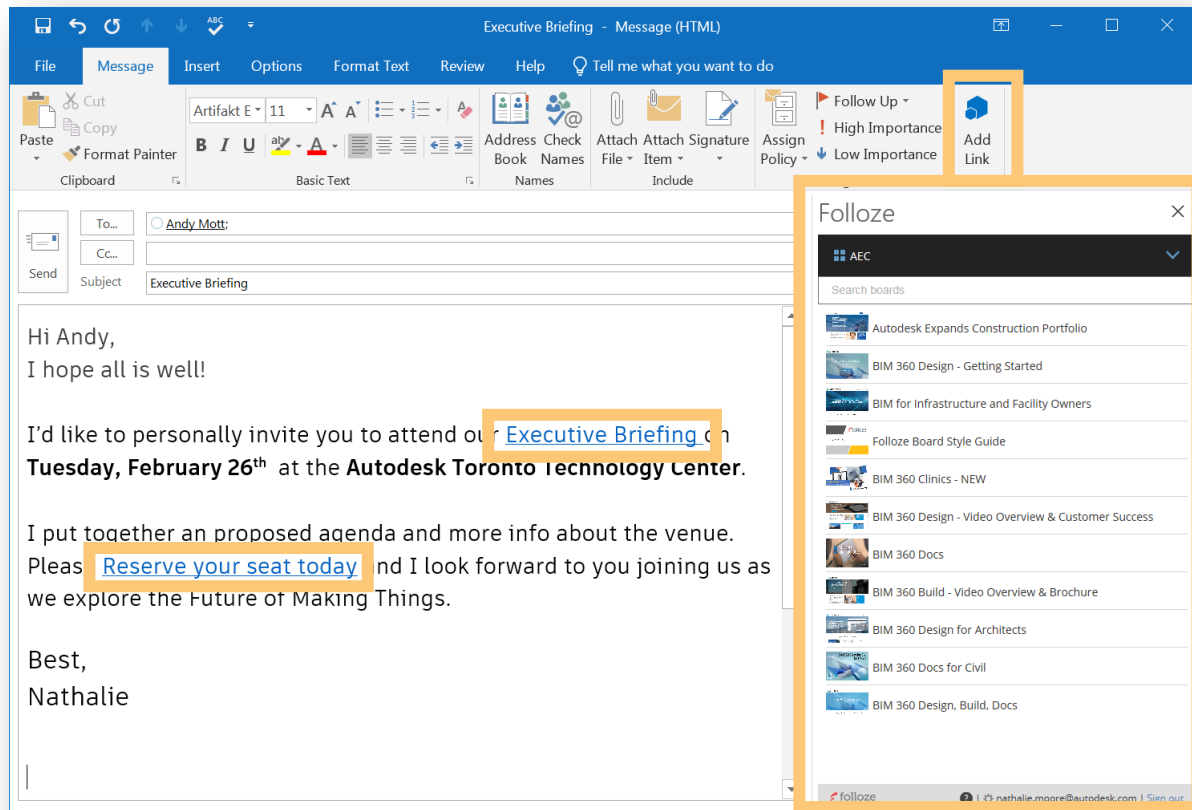
Self-Service Content for Sales

■ MS-Outlook Plug-In

- Folloze content boards show up in preview pane.
- Simply highlight text and click a board to create a link.

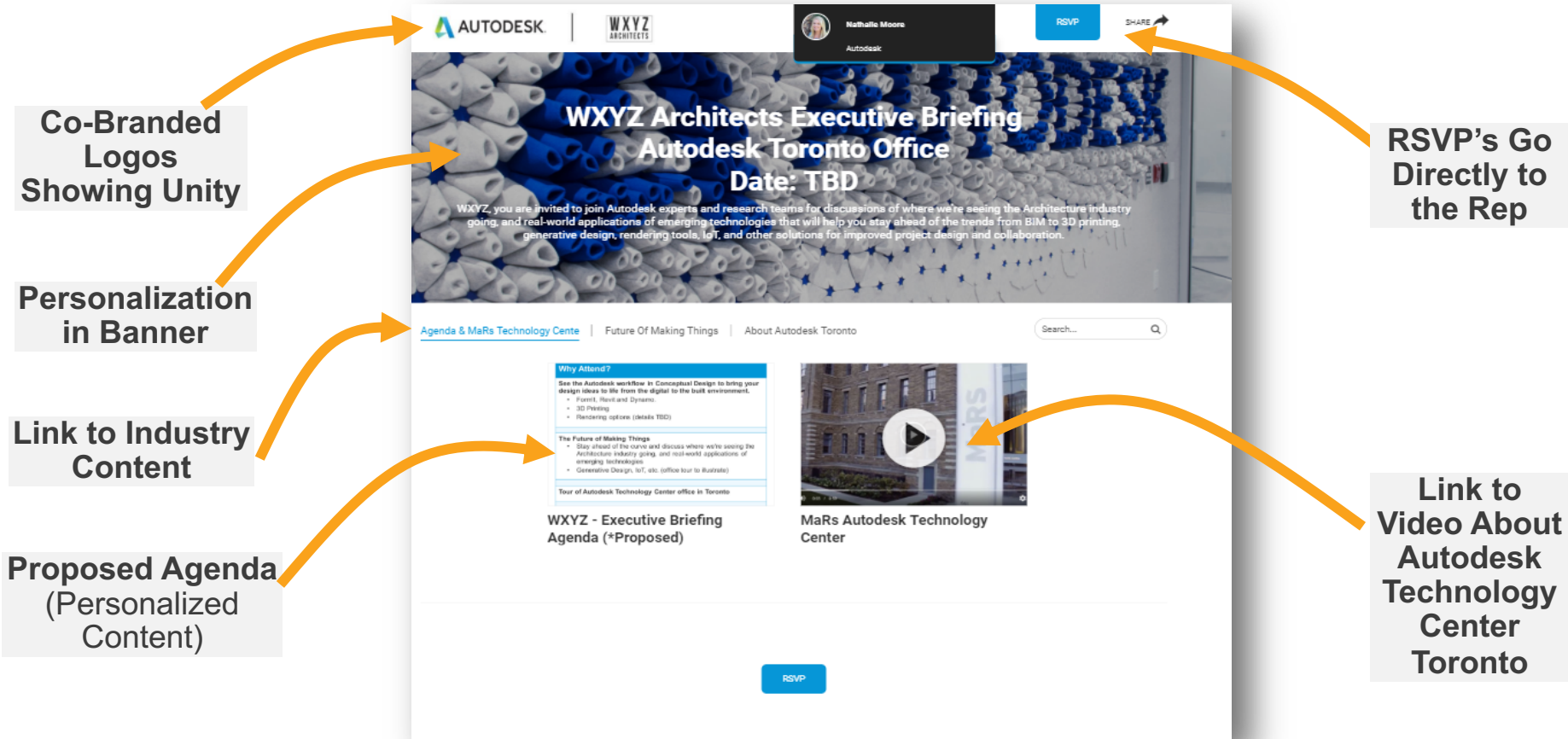
■ Closed Loop Reporting

- The rep sees real-time notifications at the contact level of who has Opened, Clicked and Viewed Content.
- All RSVP's routed to rep.



How Folloze Offers 1:1 Customer Experiences

Self-Service Content for Sales



1:1 Hi-Touch | Accelerate VIP Dinner

Self-Service Content for Sales: Campaign Example



Target Persona

Decision Makers
& VP-Level



Invite

Folloze Board



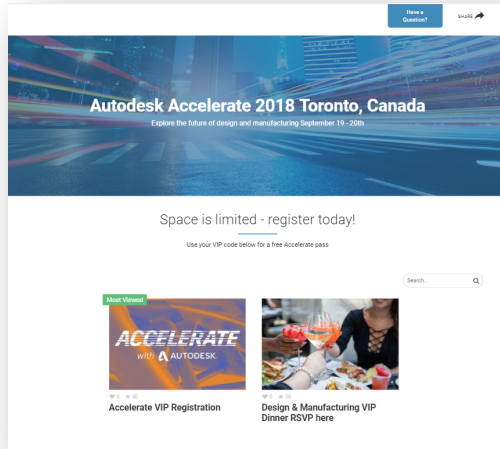
Event

Restaurant /
VIP Dinner

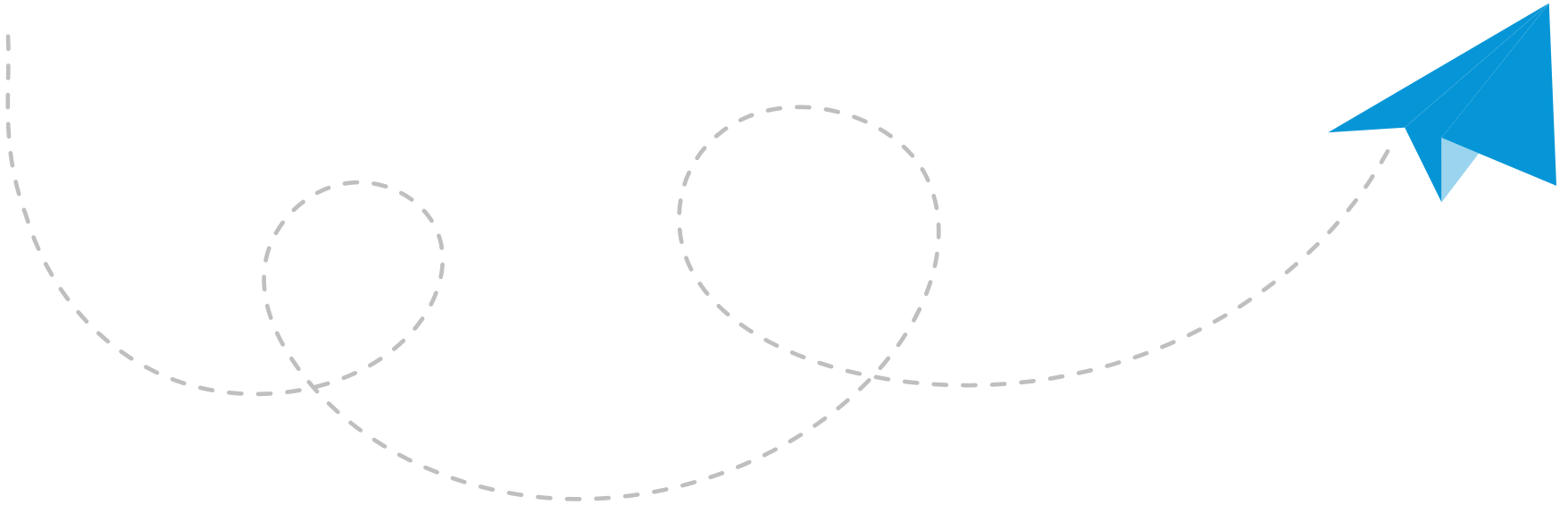


Follow Up

Territory Sales /
BDR follow up



SCALABLE PERSONALIZATION

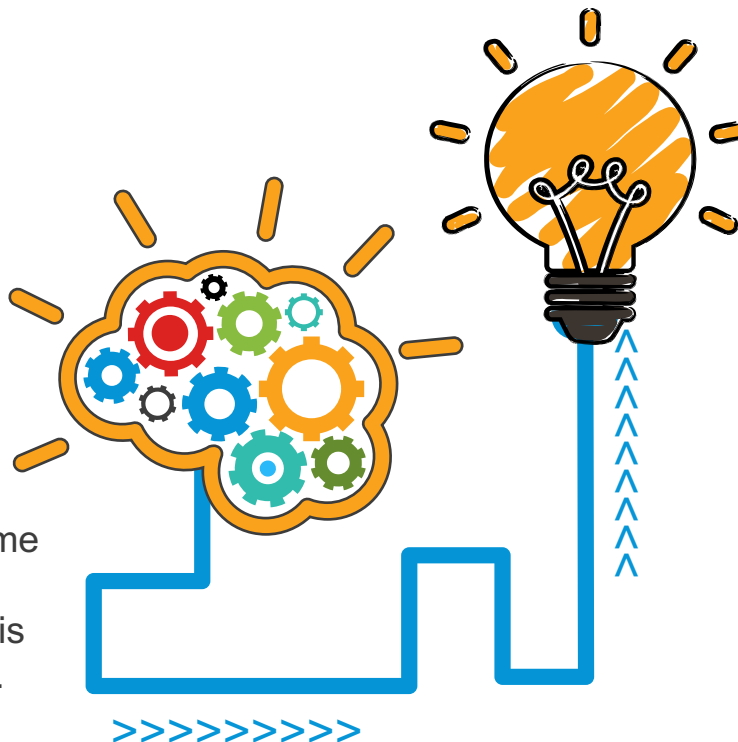


Folloze Offers Scalable Personalization

Goal: Enable Sales to offer personalized customized content.

The Challenge:

- Creating personalized 1:1 connect stories for customers takes a long time.
- Executing personalization across multiple industries, personas and languages is challenging.
- Welcoming a customer by name and adding the correct reps contact information to a page is complicated with our systems.



The Solution.

- Folloze easy to use back-end makes it simple for marketing to create 1:1 high-touch account specific experiences.
- Folloze allows Marketing to easily create content boards for sales by industry vertical, persona and regional localization.
- Auto-coded company details and rep contact information allows sales to provide a personalized experience.

Folloze is Simple, Quick, Easy to Use

Scalable Personalization

The screenshot displays the Folloze user interface, which is designed for creating and managing personalized content. On the left, a sidebar contains navigation icons for back, home, edit, and other functions. The main editing area is divided into tabs: General, Header, Banner (selected), Items, Promotion, and Contact / Alerts. The Banner tab is active, showing fields for Title, Subtitle, and an Action Button. The Title field contains the text "Autodesk acquisitions help the workers in the field & the building process." with a character count of 75/75. The Subtitle field contains "Autodesk's platform - is everybody's platform!" with a character count of 345/370. The Action Button section includes a dropdown menu set to "Send a Message", a text input field with "simple and smart actions" (24/30), and a toggle switch. A Privacy Message section is also visible, with a dropdown set to "None". A note at the bottom states: "** Privacy message will be shown when collecting new data". A "Save" button is located at the bottom right of the editing area. On the right, the live preview shows the banner being edited, featuring the Autodesk logo, the title and subtitle text, and an image of three construction workers. Below the banner, there is a quote from Autodesk CEO Andrew Anagnost: "We are investing in digitizing and automating construction workflows." and a video thumbnail. The bottom of the interface shows a navigation bar with links to "Autodesk Acquisitions / PR" and "NEW Construction Portfolio".

Autodesk Expands Construction Portfolio People 34 Created Nathalie Moore, 01/10/2019 Online Nathalie Moore, 01/11/2019

Autodesk

Autodesk acquisitions help the workers in the field & the building process.

Autodesk's platform - is everybody's platform!

Autodesk's goal is to connect construction processes across design, build and operations. Autodesk has expanded its construction project management portfolio with the recent acquisitions of BuildingConnected, PlanGrid and Assemble Systems, offering an unmatched Construction lifecycle portfolio.

"We are investing in digitizing and automating construction workflows."

Autodesk CEO Andrew Anagnost said, "BuildingConnected and PlanGrid will be integrated into Autodesk's lineup of AEC products including BIM 360, Revit, and AutoCAD" and its earlier acquisitions Assemble Systems.

Why Autodesk Just Spent \$1.15 Billion On Two Construction Tech Startups

Autodesk Acquisitions / PR | NEW Construction Portfolio

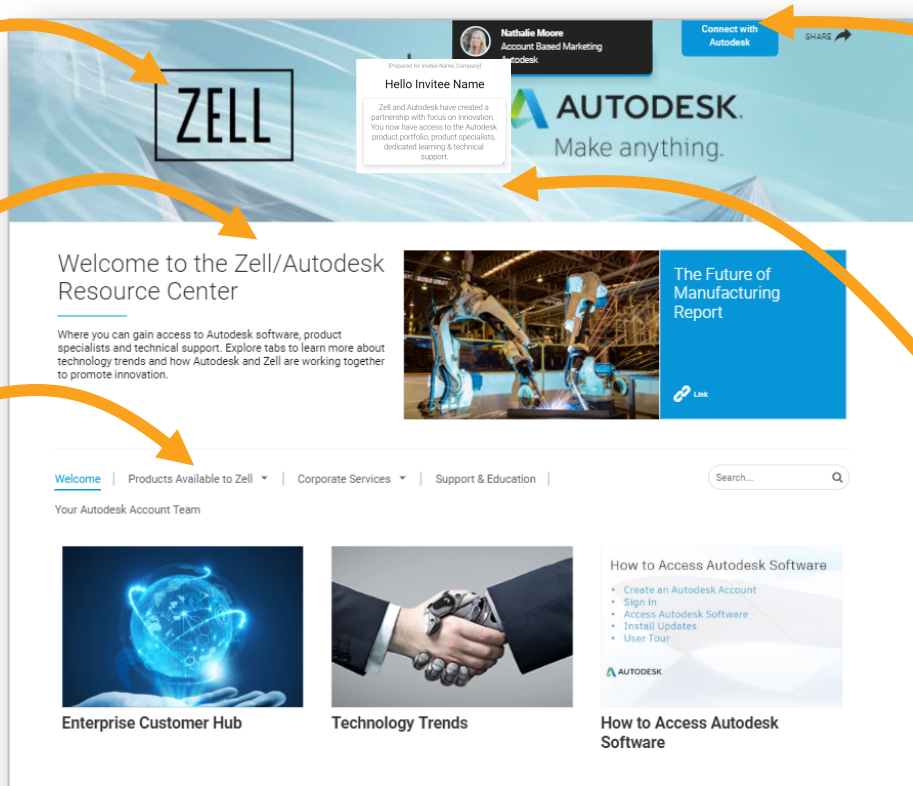
Content HUB - Personalized Customer Experience

Scalable Personalization

Customer Logo in Banner

Title and Sub-Title Copy Personalized with Account Name

Account Name in Content Tab Title

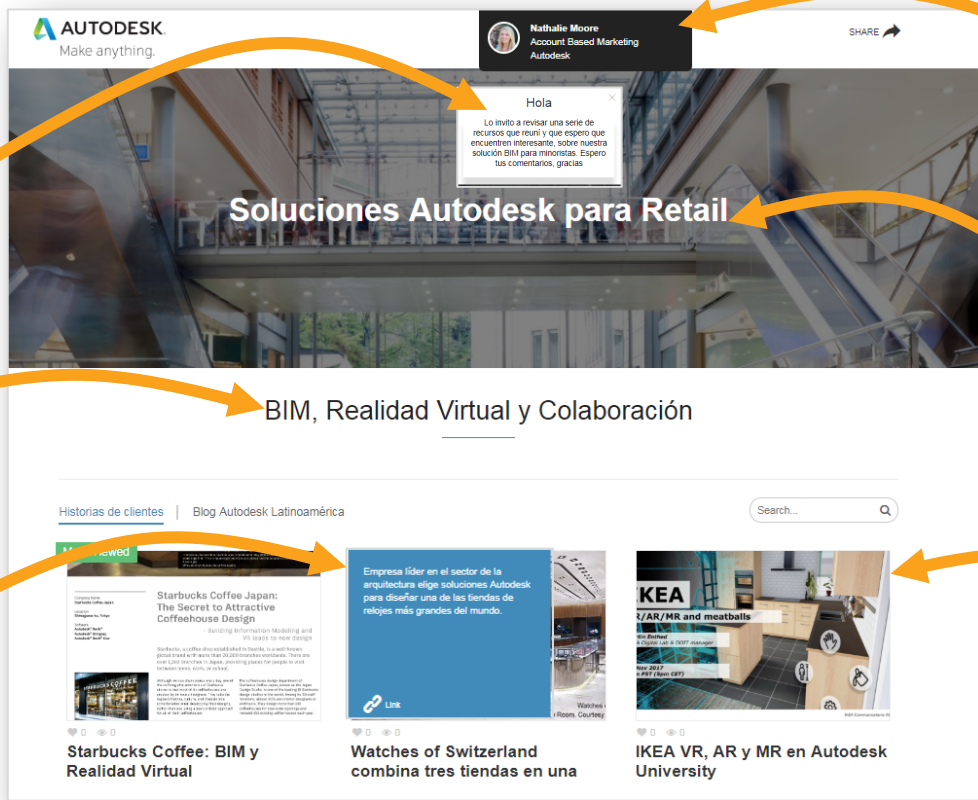


Questions Routed To Autodesk Dedicated Customer Success Manager

Account Named in Welcome Greeting Message

Regional Localization

Scalable Personalization



Personalized Greeting Message in Spanish
(Contact Name & Company Name)

Localized in Spanish for Latin America

Content Description and Hover Preview Localized in Spanish

Rep Contact Card
(Name, Title, Phone)

Personalized for AEC Sub-Industry (Retail)

Relevant Content for Industry Persona

1:Few | Autodesk Vault for Civil 3D Users

Scalable Personalization: Example of Direct Mail Campaign Driving to a Folioze Board



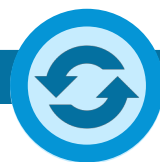
Audience



Direct Mail



Content



Landing Page



Follow Up

Infrastructure



Jim



Sally

Target 6 Stakeholders

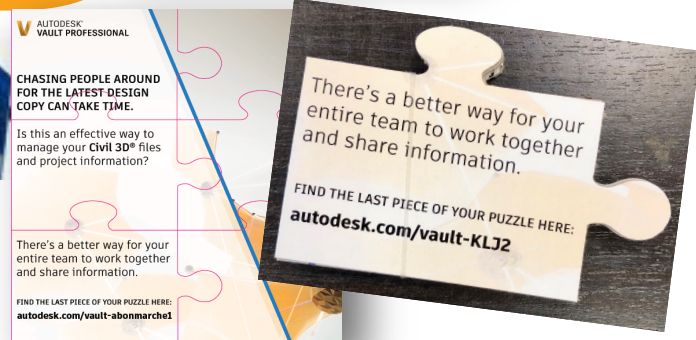
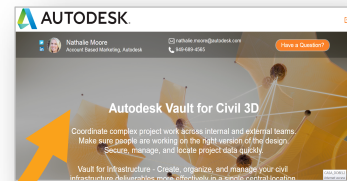
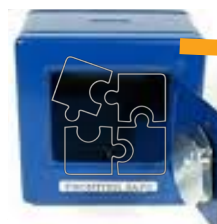
- 3 People Vaults
- 3 People Keys W/ Codes
- **Directions:** Find Each Other to Unlock

Hi <Name>,
Inside this vault is a better way to manage your Civil 3D design data. First, find a code to open it.
CLUE: Someone in your office has the code for better design file storage solutions, find <Sally Smith>.
<Rep Signature>

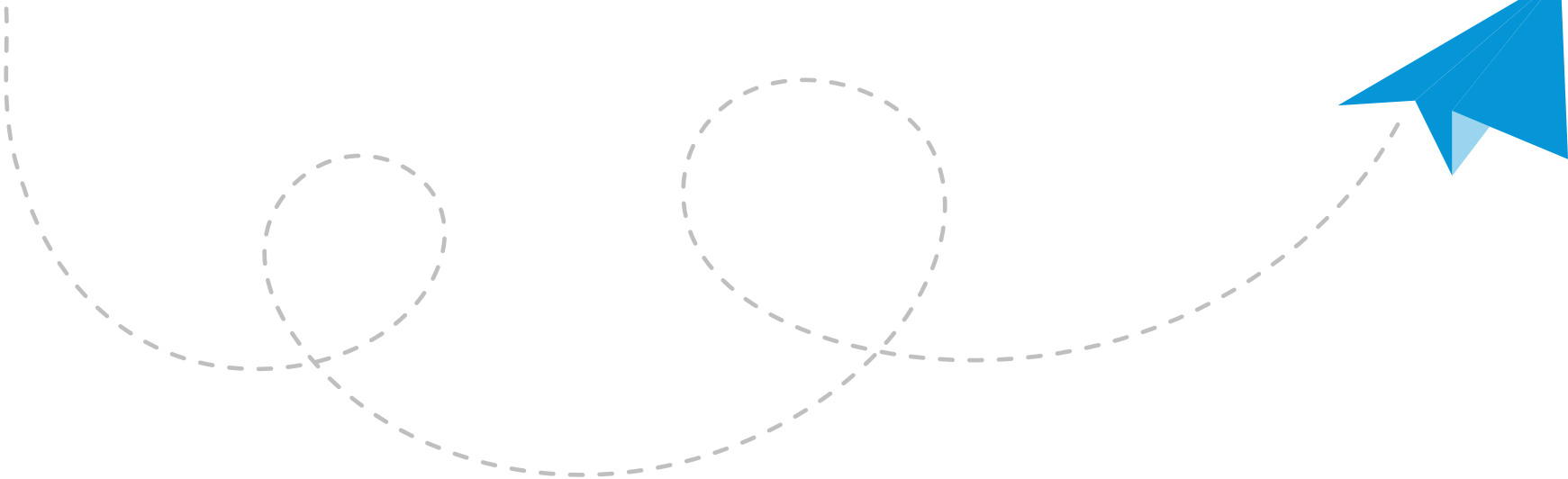
Hi <Name>,
Good news, you hold the key code to better manage your Civil 3D design data.
CLUE: Want to know what this unlocks? Find <Jim Johnson> and give him this code ###-###-#### .
<Rep Signature>

Puzzle W/ CTA

Personalized URL to Folioze Board w/ Rep Contact Details



REAL TIME RESULTS FOR SALES & MARKETING

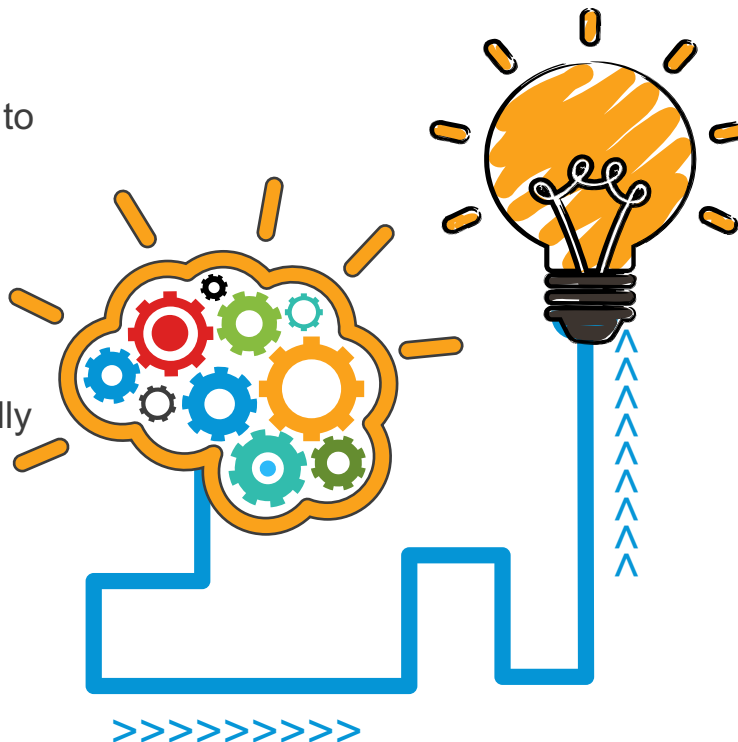


Folloze Offers Real Time Results for Sales & Mktg.

Goal: Real-time results, so that marketing and sales can optimize on the fly.

The Challenge:

- Sales reps don't have access to marketing reports.
- They don't know who is engaging with content for prioritization.
- Data is siloed and is a manually pull /push process



The Solution.

- When customers open content on the Folloze board, sales and marketing teams receive real-time notifications showing who is engaging and which content is garnering the most attention.
- These metrics all Sales to prioritize follow up with accounts.
- Folloze offers closed loop reporting.

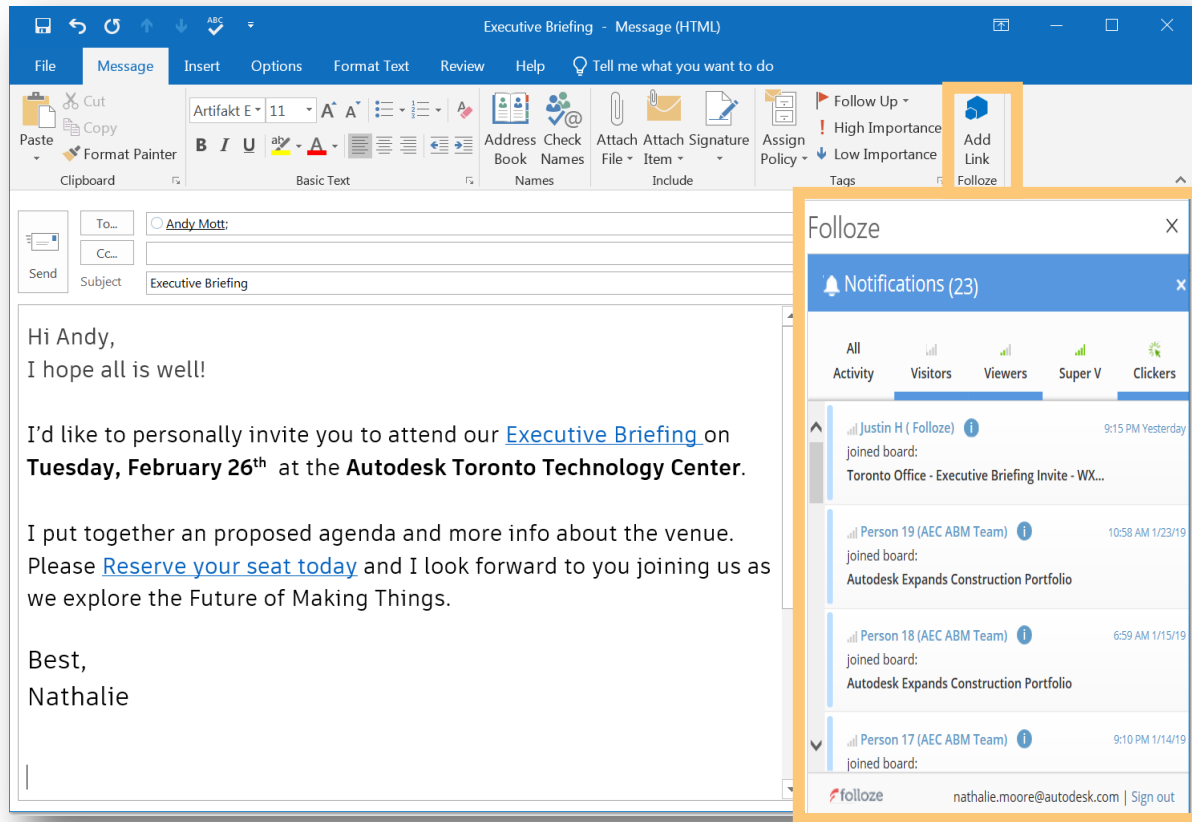
How Sales Uses Folloze Data / Reports

Real Time Results for Sales & Marketing

■ MS-Outlook Plug-In

- Customer engagement metrics show up in preview pane.
- Simply Log-in and get real-time notifications.
 - Customer Name & Company
 - Organized by Levels of Engagement (Viewer, Super Viewer, Clicker)

■ Prioritize Follow-up.



How Marketing Uses Folloze Data / Reports

Real Time Results for Sales & Marketing

The screenshot displays the Folloze dashboard for a specific campaign, 'FY19Q2 GFP'. The top navigation bar includes a 'BACK' button, the campaign name, and user information: 'People 119' and 'Created Nathalie Moore, 05/15/2018'. On the right, there are icons for eye, email, a vertical ellipsis, a bell, a question mark, and a user profile.

Below the navigation bar, a filter section allows users to refine the data by 'Invited by' (All), 'Identity' (All), 'UTM Source' (All), 'Campaign' (All), and 'Time frame' (Between 05/15/2018 - 09/10/2018). A 'Clear filters' button and a search bar are also present.

The main content area features a table of users. The table has columns for 'Name', 'Company', 'Status', and 'Content Play'. The first four users are 'SUPER VIEWER': John Zore (Sr. Account Sales...), Nazih Moukaddam, Guest 3, and a redacted user. The fifth user, Mike Murphy (Territory Account), is highlighted in light blue. Below him are several 'VIEWER' entries, including Guest 8, a redacted user, Person 1, Jay McGee (4731...), Guest 4, a redacted user, and Julie Casali (Account-Based M...).

An orange-bordered inset provides a detailed view of the selected 'Super Viewer' (Mike Murphy). It shows a profile card with a purple circle icon, the title 'Super Viewer', and three circular icons representing different metrics: '3 items' (eye icon), '0 items' (heart icon), and '0 items' (download icon). Below this, it lists 'Invited by John Zore' and 'UTM Source unknown'. The 'Most viewed item' is 'AEC Promotion Details'. At the bottom, there is a 'Content Play' section with 'View' and 'Stop' buttons.

On the right side of the inset, a list of viewed items is shown, including 'Viewed board' and 'Viewed Promotion Video - Trade in ...'. The inset also displays a timeline of activity, with entries for '6/19/18, 6:21 AM' and '6/5/18, 6:45 AM'.

1:Few | Global Field Promotion

Real Time Results for Sales & Marketing: Campaign Example



Target Persona

Accounts that qualified for the promotion



Promotional Content

Folloze Board



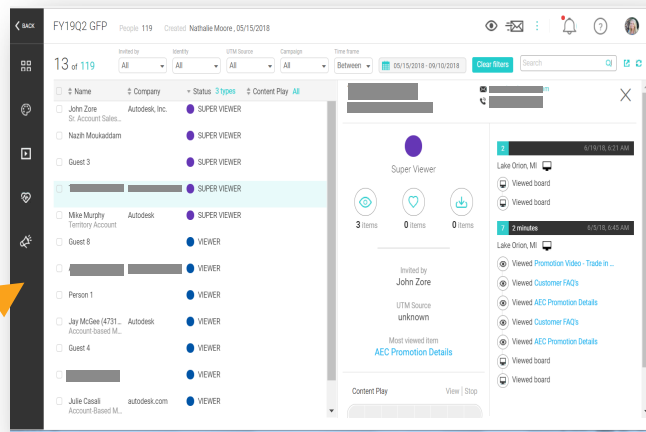
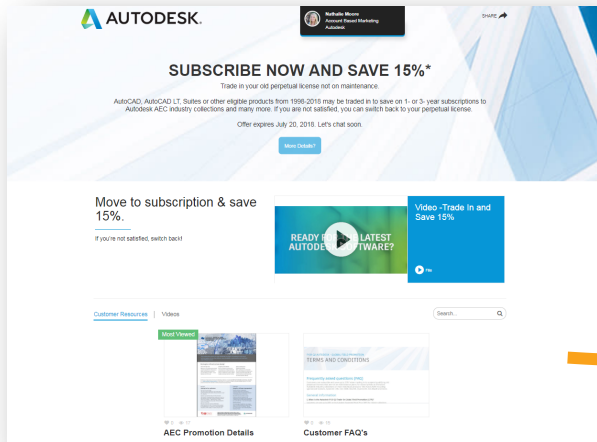
Folloze Dashboard

Super Viewer showed up on Folloze dashboard



Follow Up

Territory Sales / Resulting in moving deal 5 months forward



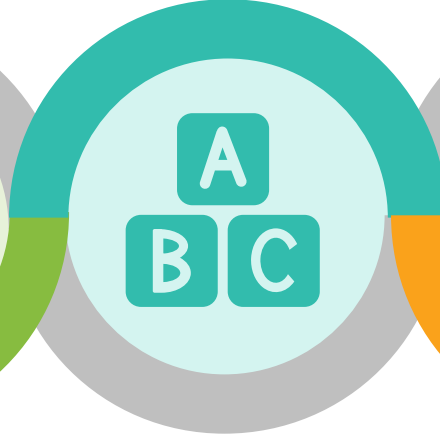
ABSM Technology

Folloze Fit Our Needs

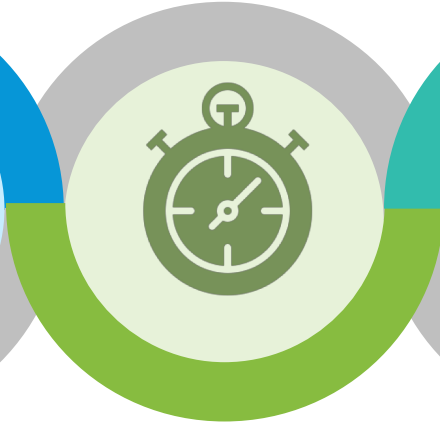
**A Tool For Both
Sales & Marketing**



**Scalable
Personalization**



**Self Service
Content for Sales**



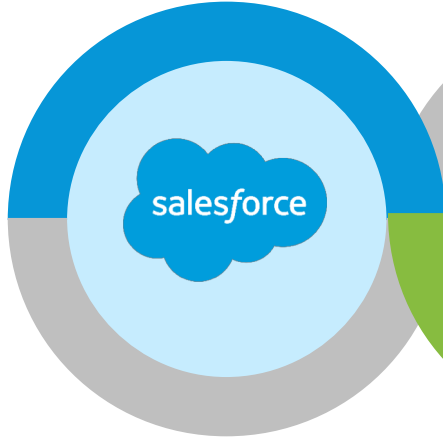
**Closed Loop
Reporting**



ABSM Technology

Folloze Fit Our Needs

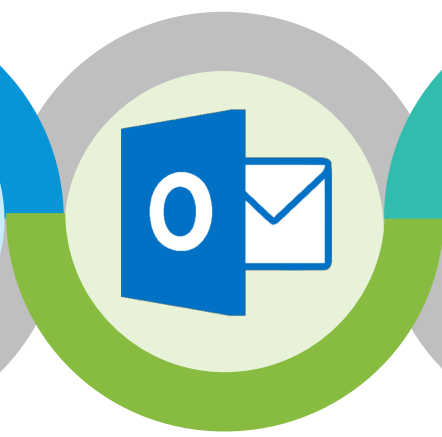
**A Tool For Both
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**Scalable
Personalization**



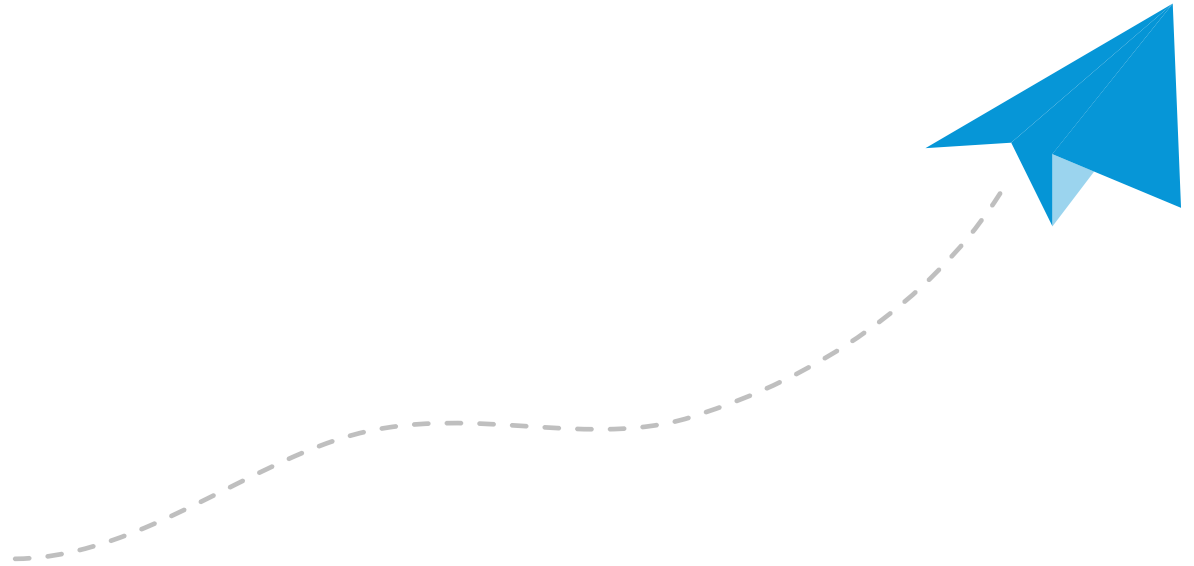
**Self Service
Content for Sales**



**Closed Loop
Reporting**



WHERE ARE WE NOW?



Target Account List

1 Year Later

A faint, light gray world map is visible in the background of the slide, showing the outlines of continents and countries.

ABSM Program

10,000+

AI Driven Account Selection

Ideas To Help You Get Started

Lessons Learned



Executive Buy-In



Just Start



Pick a path on how you want to do ABM.



Align with Sales



Select the “right” Accounts



Vendor Support



Emotional Connection



Test & Optimize



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Thank You



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Questions?



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Make anything™