ActionIQ × **AUTODESK.**

Case Study

How Autodesk Implemented CDP Technology to Master the Move to a Subscription Model

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Summary

- Autodesk wanted to build stronger, more personalized relationships with its customers to support its move to a subscription business model

- It chose ActionIQ to unify siloed customer data and empower marketers to orchestrate impactful customer journeys

- After implementing ActionIQ, Autodesk increased user adoption via improved segmentation and cross-channel journey building

BACKGROUND

[Autodesk](#) is changing how the world is designed and made through technology that spans architecture, engineering, construction, product design, manufacturing, media and entertainment. From greener buildings to smarter products to mesmerizing blockbusters, Autodesk software empowers innovators to design and make a better world.

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TZVETANA DUFFY
SENIOR DIRECTOR OF ENTERPRISE ENGAGEMENT

AUTODESK.

CHALLENGE

In the 2010s, Autodesk embarked on a major, multi-year journey from a licensing model to a subscription model. To ensure success, the company needed to create more direct relationships with its customers. While Autodesk had multiple systems it used to interact with customers, the data within them was stored in different places, making it difficult to harness all of it efficiently to create personalized, impactful experiences.

"We realized we could invest in technology to support our new vision for customer relationships," said Tzvetana Duffy, Senior Director of Enterprise Engagement at Autodesk.

After changing to a subscription model, Autodesk wanted to better understand how its customers interacted with the company's platform. The company's marketing team knew this was essential to powering the kinds of relevant, authentic experiences that drive adoption, loyalty and, ultimately, higher customer lifetime value.

At the same time, the subscription model enabled Autodesk to reach beyond large corporate clients to serve a much wider

customer base — even microfirms with one or two users. With the right technologies in place, Autodesk knew it could more successfully engage this new audience.

"The ability to analyze and act on this information is the competitive differentiator for companies in a subscription-based world," Duffy said.

As Autodesk fully embraced its new subscription model, increasing adoption rates became mission-critical.

"We wanted to ensure that customers would adopt the product early on to keep retention and renewal rates high," Duffy said.

While Autodesk had customer insights to help shape effective adoption and retention campaigns, they were trapped in disparate, siloed systems that couldn't talk to one another. Marketing, sales and service teams had limited views of customer interactions, making it difficult to optimize customer experiences.

For example, the post-purchase campaigns employed by Autodesk took a one-size-fits-all approach. As a result, users and administrators received the same onboarding messages at the same time, no matter where they stood in the adoption cycle.

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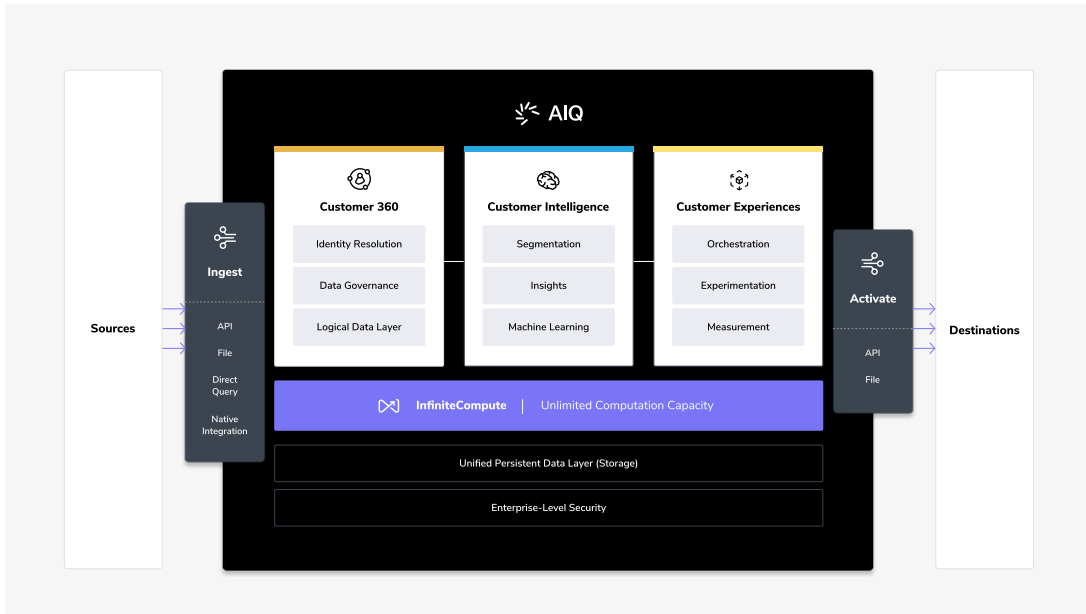
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SOLUTION

Duffy and her team wanted a "common centralized platform to keep customer data in one place and give all departments the big-picture overview," Duffy said. So she began searching for CDPs with the following capabilities:

CAPABILITY	BENEFIT
User-friendly UI	In order to build personalized campaigns without having to wait on scarce, expensive IT and data analytics resources, Autodesk wanted a solution with a user-friendly UI where marketers could manage both segmentation and journeys in a single system.
Single customer view	A single customer view was essential — one with a flexible model that could unify customer information from disparate sources and even "stitch together the known and unknown customer universe," Duffy said.
Orchestrated journeys	Duffy wanted to take a best-of-breed approach to marketing technology, which meant that to orchestrate cross-channel journeys, the CDP needed to be able to "integrate quickly and easily with many different systems in our stack," Duffy said.
Prebuilt connectors	Duffy also wanted to offload the work required to build and maintain connectors from a CDP to multiple disparate systems.

When she evaluated CDP platforms based on these key criteria, ActionIQ's solution quickly climbed to the top of the list.

What cinched the deal? The fact that, with ActionIQ, Duffy didn't have to invest many months trying to build perfect customer journeys only to find they didn't jibe with real-world customer behaviors. By contrast, the ActionIQ solution fostered marketing agility — the ability to build, test, learn and iterate quickly.

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RESULTS

ActionIQ enables granular personalization down to individual customers "not possible prior to implementing a CDP," Duffy said.

"We have the ability to create very detailed customer segmentation and the agility to quickly pivot and address what needs improvement," according to Duffy.

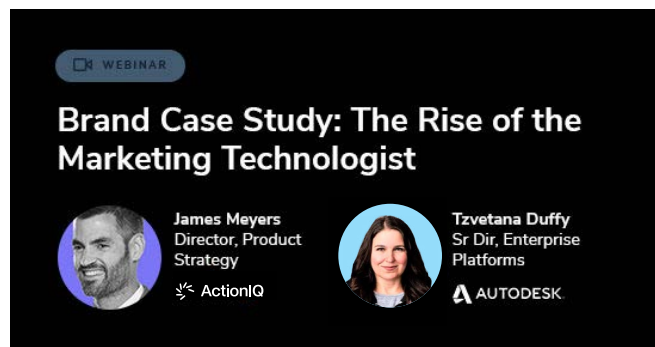ActionIQ is also changing the way Duffy and her team define KPIs moving forward.

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"We are becoming more intentional about how we measure success. [Our teams are able to] commit to what success looks like across our customer journeys."

TZVETANA DUFFY
SENIOR DIRECTOR OF ENTERPRISE ENGAGEMENT

AUTODESK.

Check out our webinar featuring Autodesk for more insights and results related to product adoption, user onboarding and customer engagement.

Contact ActionIQ for a consultation with one of our expert team members and discover how our industry-leading CDP can help you create exceptional customer experiences across all brand touchpoints.

ActionIQ

About ActionIQ

ActionIQ is at the center of a data-driven revolution that is changing the way brands think about customer experience, digital transformation and the value of customer data as a core corporate asset. We concentrate on solving enterprise data challenges so that teams are empowered to create authentic customer experiences across all brand touchpoints. ActionIQ helps enterprise companies by connecting their first-party customer data, providing an easy-to-use interface for business users to access customer insights and enabling customer experience orchestration across channels. We are helping brands like The New York Times, Pandora Media, The Hartford, Shopify, American Eagle Outfitters and others grow customer satisfaction and revenue.