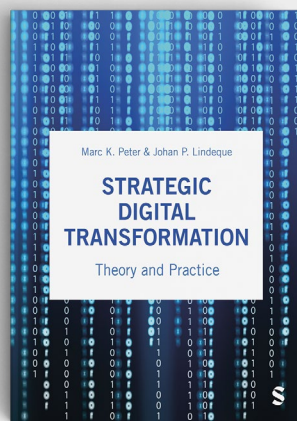


CASE STUDY COLLECTION

Autodesk Asia-Pacific – customer lifecycle management and marketing automation



Ljubica Radoicic

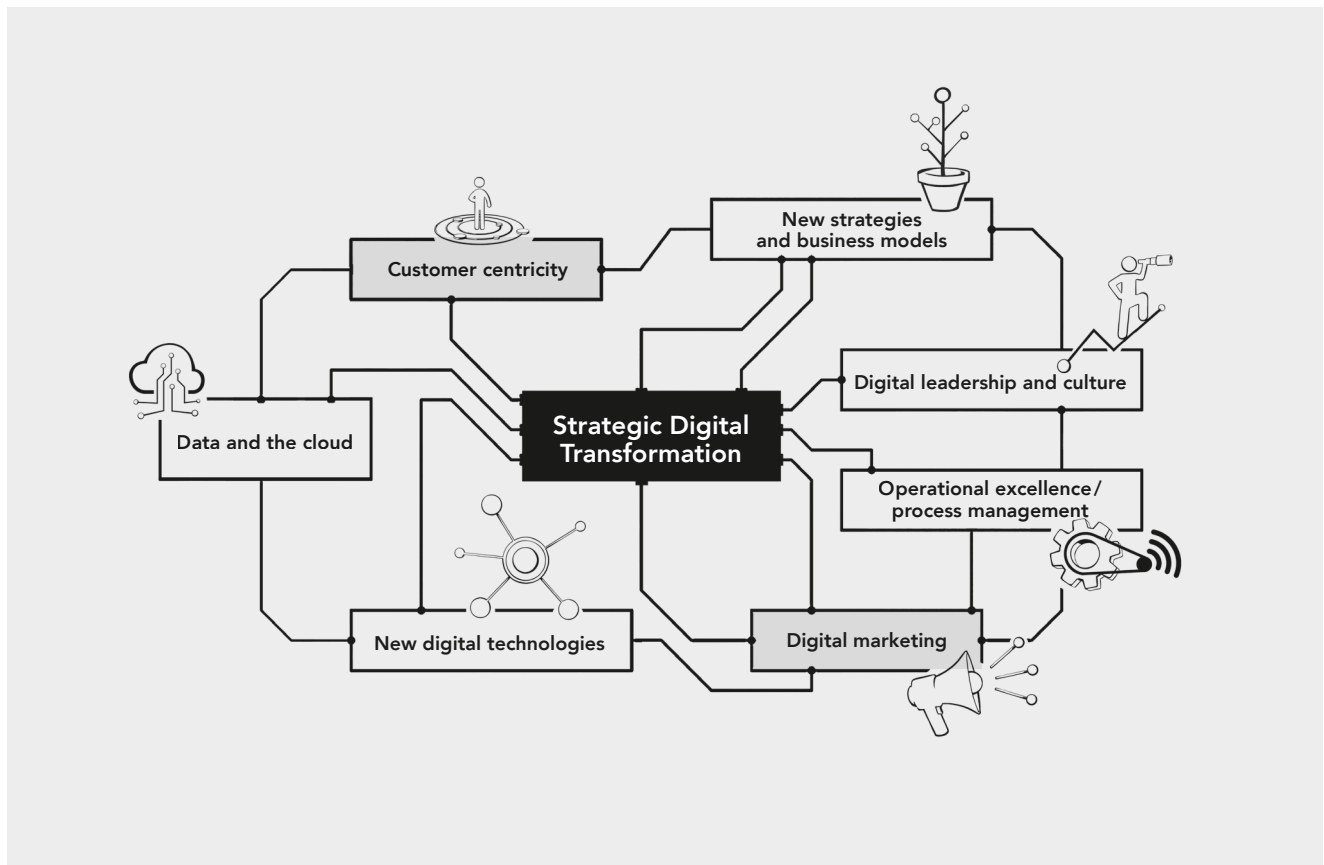


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AUTODESK ASIA-PACIFIC – CUSTOMER LIFECYCLE MANAGEMENT AND MARKETING AUTOMATION

Case organisation profile

- **Organisation name:** Autodesk, Inc.
- **Country:** USA
- **Description:** Autodesk is an American multinational software corporation that provides software products and services for the architecture, engineering, construction, manufacturing, media, education and entertainment industries
- **Number of employees:** 14,100
- **Website:** www.autodesk.com



The Autodesk case study primarily covers the action fields of 'customer centricity' and 'digital marketing'.

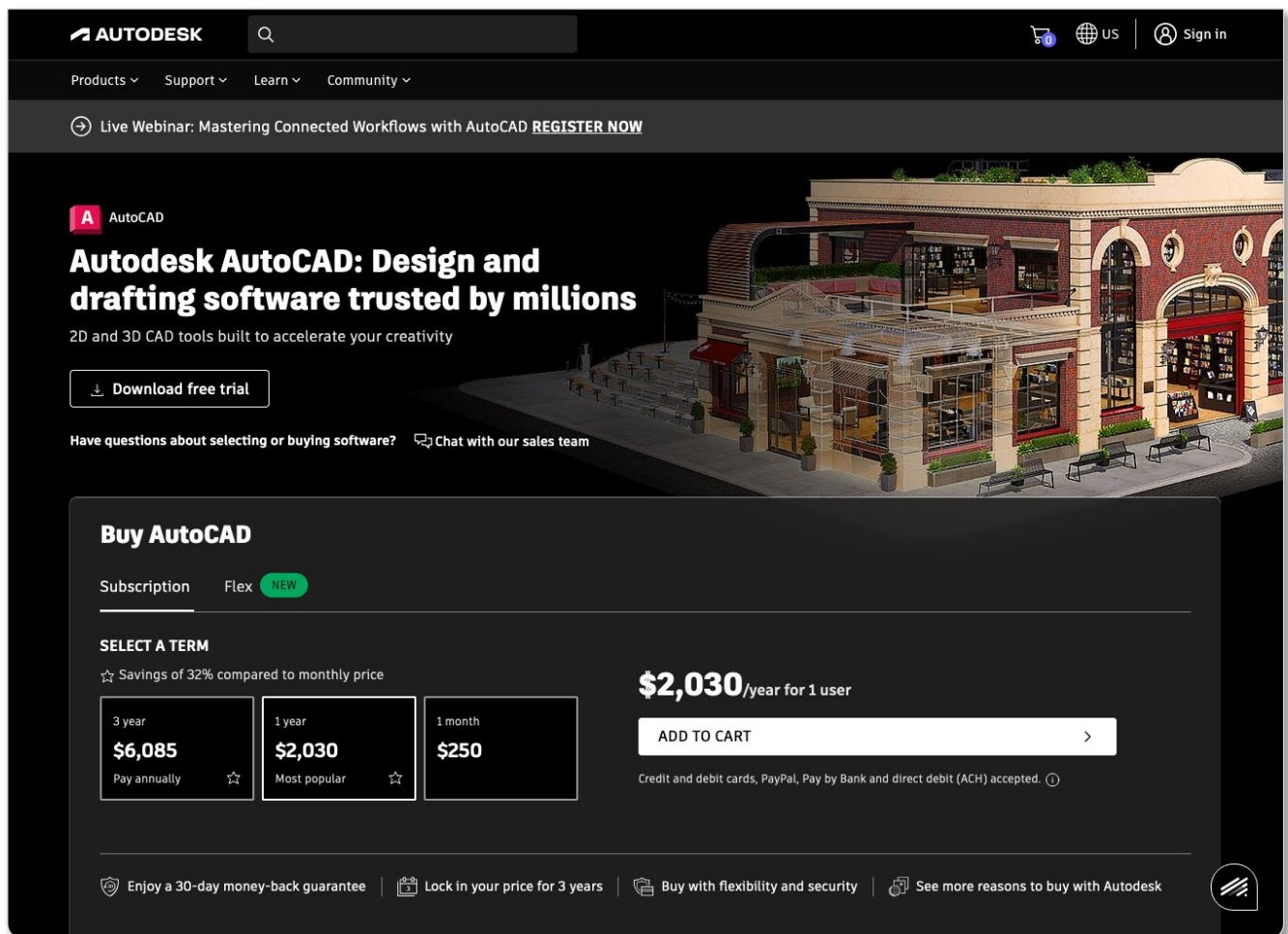
Case organisation

Autodesk, Inc. is a multinational software corporation headquartered in San Francisco, California. Founded in 1982, the company has become a global leader in providing SaaS (Software as a Service) solutions for the architecture, engineering, construction, manufacturing, media, education and entertainment industries.

Over 14,000 employees provide their expertise for 3D design, engineering and entertainment technology solutions, spanning architecture, engineering, construction, product design, manufacturing, media and entertainment. Autodesk's customers design, fabricate, manufacture and build anything by visualising, simulating and analysing real-world performance early in the design process. These capabilities allow its customers

to foster innovation, optimise their designs, streamline their manufacturing and construction processes, help save time and money, improve quality, deliver more sustainable outcomes, communicate plans and collaborate with others (Autodesk, 2024a).

One of Autodesk's strategic business objectives is to 'find more growth in its construction cloud business' (Arnold, et al., 2024) and, for that, the evolution of its marketing capability is a critical success factor. The marketing team has a focus on revenue marketing and the measurement of marketing metrics via funnel management, a new marketing technology stack with marketing automation at its core, and a customer data platform.



The screenshot displays the Autodesk website's AutoCAD product page. At the top, the Autodesk logo is visible alongside navigation links for Products, Support, Learn, and Community. A search bar and a 'Sign in' button are also present. A banner for a 'Live Webinar: Mastering Connected Workflows with AutoCAD' is featured, with a 'REGISTER NOW' link. Below this, the main heading reads 'Autodesk AutoCAD: Design and drafting software trusted by millions', followed by the subtext '2D and 3D CAD tools built to accelerate your creativity'. A 'Download free trial' button is prominently displayed. A section titled 'Buy AutoCAD' offers two options: 'Subscription' and 'Flex' (marked as 'NEW'). Under 'Subscription', users can 'SELECT A TERM' with three choices: '3 year' for \$6,085 (Pay annually), '1 year' for \$2,030 (Most popular), and '1 month' for \$250. A large price tag of '\$2,030/year for 1 user' is shown next to an 'ADD TO CART' button. A note indicates that credit and debit cards, PayPal, and bank/direct debit (ACH) are accepted. At the bottom, a row of icons highlights benefits: a 30-day money-back guarantee, a 3-year price lock, flexibility and security in buying, and a link to see more reasons to buy with Autodesk.

Subscription		Flex NEW
SELECT A TERM		
☆ Savings of 32% compared to monthly price		
3 year \$6,085 Pay annually ☆	1 year \$2,030 Most popular ☆	1 month \$250

\$2,030/year for 1 user

ADD TO CART

Credit and debit cards, PayPal, Pay by Bank and direct debit (ACH) accepted. ⓘ

Enjoy a 30-day money-back guarantee | Lock in your price for 3 years | Buy with flexibility and security | See more reasons to buy with Autodesk

Autodesk website (www.autodesk.com), 7 January 2025.

Marketing and sales

Autodesk licenses its products and services globally, through a combination of direct and indirect channels. Autodesk transacts directly with customers via the online Autodesk store; directly via the 'new buying experience' whereby channel partners configure a quote for customers but Autodesk delivers the quote to, and transacts with, the customer; and indirectly via reseller and distributor business in certain regions. The new buying experience was introduced in certain countries globally, including for most of the subscription offerings in Australia during the fiscal year of 2024.

Dependent upon the success of the new buying experience in Australia, Autodesk intends to transition its indirect business to the new buying experience for most of its subscription offerings in North America (NAMER) and certain countries in Europe, Middle East and Africa (EMEA) and Asia-Pacific (APAC) during the fiscal year of 2025. The new buying experience is anticipated to help customers with enhanced control and time savings through self-service, consistent pricing and a more personalised buying experience.

Autodesk has a network of approximately 1,450 resellers and distributors worldwide. For the fiscal year of 2024, Autodesk generated 63% of its revenue from indirect channel sales through distributors and resellers, with the remaining portion achieved through direct online sales (Autodesk, 2024a).

Global presence and a focus on Asia-Pacific

Autodesk operates worldwide, with offices across the globe. Net sales are distributed geographically as follows (Market-Screener, 2025):

- **United States:** 36%
- **Europe/Middle East/Africa (EMEA):** 37.1%
- **Asia-Pacific (APAC):** 18.5%
- **Americas (excluding USA):** 8.4%

The APAC region is an important and growing market for Autodesk, with annual growth rates expected to be 7.2% in the construction industry from 2024 to 2030 (NMSC, 2024).

The marketing team of Asia-Pacific is led by the director of marketing & CX APAC and has 14 team members. The strategic marketing goals are to:

- raise awareness of Autodesk and inspire customers to invest in change
- create demand for the solutions by focusing on pain points and value creation
- drive customers to purchase, adopt and renew their solutions
- implement initiatives to drive customer engagement, retention and advocacy.

Marketing and marketing automation in the APAC region

The region's marketing activities are centred on the customer lifecycle (see illustration):

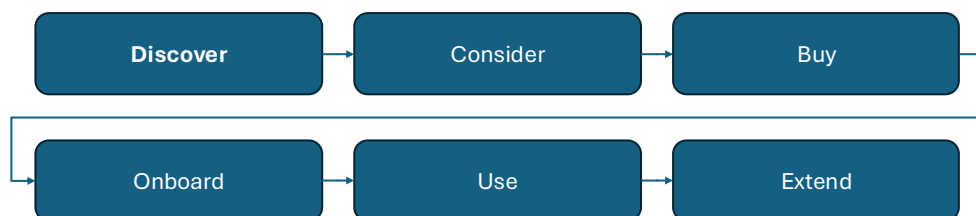
- **Discover:** recognise the opportunity (customers are not yet actively looking for a solution).
- **Consider:** research, evaluate and try (customers are actively looking for a solution).
- **Buy:** decide and pay (customers are buying the solution).
- **Onboard:** access and rollout (the customers are integrating the solution in their workflows).
- **Use:** adopt, manage and optimise (the customers are actively using the solution).
- **Extend:** renew, expand and advocate (the customers are continuing to use the solution).

Each of the six lifecycle steps is supported by various marketing activities that include branding, events, content, regional campaigns, product campaigns and customer experience (CX) initiatives, among others. In the future, a strong focus is set on the collaboration between sales and marketing, where various internal and external activities will be aligned.

To achieve the above, marketing automation is set as an internal strategic priority among four key pillars:

1. **Email management:** to support the creation and distribution of emails for marketing campaigns, event promotion, virtual events management, ad-hoc emails and internal newsletters.
2. **Email nurture:** ongoing email nurture streams in APAC English markets.
3. **Database:** to increase the marketability (opt-in rate) of the marketing database and to enrich and monitor the database hygiene.
4. **Buyer automation:** to provide features such as live chats, explore localisation experiences and provide e-store campaign execution.

Autodesk selected Marketo (Adobe Experience Cloud) as its marketing automation platform.



Autodesk's Customer Lifecycle as of 2024.

The APAC marketing team created a framework that created the marketing automation campaigns (use cases and programmes). As an example, the email campaign execution process was documented as follows:

- Upload required images to the automation platform.
- Master programme and email template creation.
- Clone existing programme from appropriate programme templates and customise fields/components in cloned programme.
- Create and customise email(s) from existing email templates.
- Set up list or smart list (target contacts).
- Set up smart campaigns, automation or triggers where needed.
- Run and send tests.
- Quality assurance (QA).
- Make programme and email edits where needed.
- Obtain approval.
- Schedule email send.

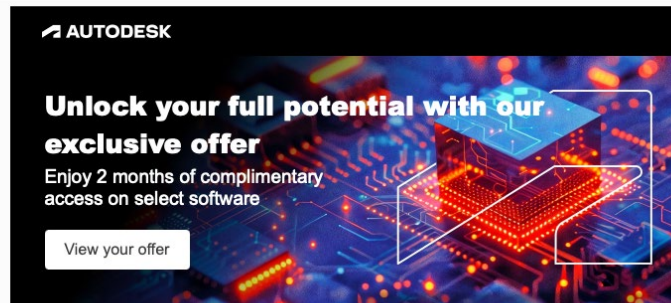
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Autodesk's Customer Lifecycle as of 2024.

Results and outlook

The success of the team's marketing automation and go-to-market activities are measured via funnels that are structured in the steps of the customer lifecycle, aligned to the business model of Autodesk as a SaaS provider. Examples of the funnel stages are licensed, activated and active customers.

The results of Autodesk's strategy are successful with revenue and operating margins increasing (Autodesk, 2024b). Throughout the year, the APAC marketing team generated over 11,000 marketing engaged high-quality leads (HQLs).

Autodesk's APAC marketing objectives for 2025 are, among others, to optimise SEO (search engine optimisation) and improve the web experience for its customers, and continued funnel optimisation with a focus on ROMI (return on marketing investment).

Student questions

Discuss the following questions in your class, in your group or assignment:

1. What are the benefits of customer lifecycle management?
2. How can (digital) marketing functions (activities) and channels be aligned to the customer lifecycle?
3. What are the benefits and risks associated with direct sales (channels) for a SaaS provider through an e-store?
4. How can marketing automation support direct sales via an e-store – what programmes/campaigns could be created?
5. How could Autodesk structure its marketing and sales funnel?
6. What are success factors for marketing automation in an organisation?

Additional Information

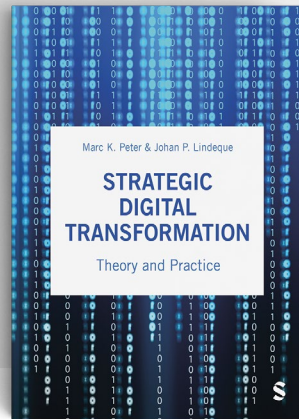
- Autodesk corporate website: www.autodesk.com
- Autodesk customer stories: www.autodesk.com/customer-stories
- Autodesk on YouTube: www.youtube.com/autodesk

Acknowledgements and authorisation

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