

CASE STUDY

# Autodesk Construction Cloud uses the G2 Buyer Intent + LinkedIn Matched Audiences integration

## The Challenge: Produce consistent, repeatable lead gen results at a lower CPA

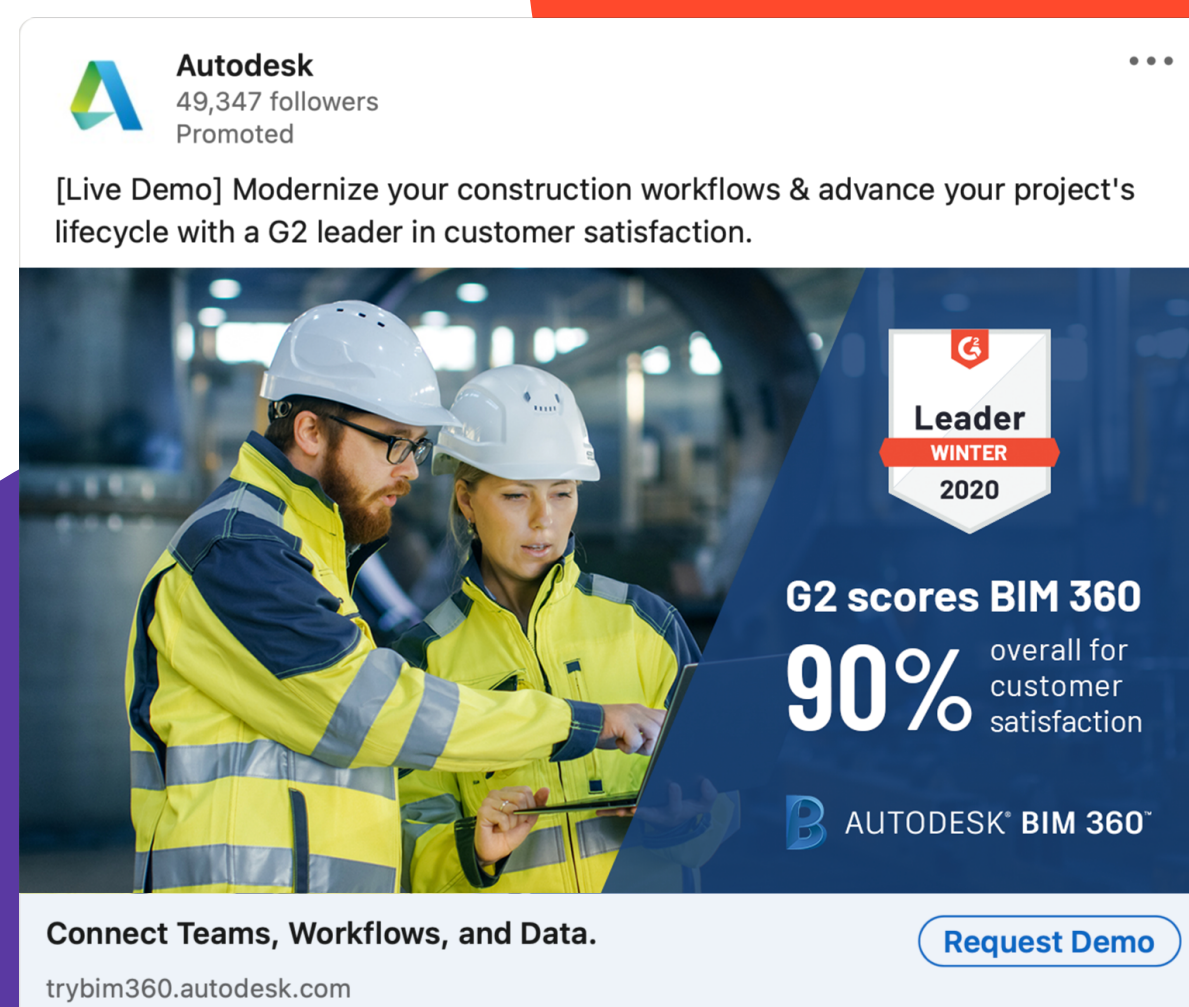
With continued pressure to reduce ad spend, while converting more MQLs for Autodesk’s sales team, marketing was tasked with sharpening their targeting efforts on a budget. The problem was, prospects weren’t engaging enough with their native content (19% conversion rate), and when they were, their CPA (cost per acquisition) was higher than what they were aiming for – anywhere from \$100-\$500 per lead.

Autodesk needed a solution that would help their demand gen team retarget contacts on important accounts, generate highly engaged mid-to-bottom of the funnel audiences, all while driving down cost per acquisition.

## The Solution: G2 Buyer Intent + G2 Content + LinkedIn Ads

While Autodesk was already an avid G2 Buyer Intent and LinkedIn ads user, they had yet to truly operationalize them to their full potential. Enter: the G2 integration for LinkedIn Matched Audiences.

By generating audiences in LinkedIn Campaign Manager based on their G2 Buyer Intent data for accounts, Autodesk could focus their ad investment on decision-makers at accounts who are demonstrating



### About Autodesk:

Autodesk BIM 360 Construction Management Software is a unified construction management platform that connects project teams and data in real-time, allowing users to reduce risk, improve quality, and deliver projects on time and on budget.

### PRODUCTS USED

- G2 Buyer Intent
- G2 Product Profiles
- G2 Content
- G2 LinkedIn Matched Audiences Integration

### By the Numbers:

**7%** Increase in conversion rate (from 19% to 26%)

**25%** CPA reduction



high payoff activities, including audiences who recently viewed their G2 profile, G2 category, or competitors' G2 profiles.

This solution would ensure ad spend would only be used on their warmest, most active accounts.

Once they narrowed their audience down to only the most likely to convert, Autodesk doubled down on their strategy by investing in LinkedIn Sponsored Content featuring G2 content, which gave them predesigned advertising creative and copy that displayed a snapshot of their G2 reviews, ratings, and award badges.

This way, their hottest prospects would see and engage with better, more relevant content, and actually convert.

## The Results

The decision to leverage the G2 Integration for LinkedIn Matched Audiences allowed Autodesk to target only in-market accounts with high quality, relevant content. By focusing their targeting with the right content to the right audiences, Autodesk was able to increase their conversion rate from 19% to 26%, and reduce their CPA by 25%.

This left Autodesk in a significantly better position than before using the integration, resulting in clearer targeting, more sales opportunities, and less money spent on acquisitions.

**“As a result of implementing G2’s integration to LinkedIn Matched Audiences, we saw a heavy reduction in CPA, especially in AMER and EMEA regions with the G2 matched audience segment. That reduction in CPA enabled us to scale our campaign and drive more quality, qualified leads for our sales team.”**



**Kyle Gainey**  
Pipeline Marketing Manager



**For more information on how you can get started using this integration, reach out to your G2 rep or complete the form on [this landing page](#).**