

Building your business with BIM

Autodesk

Global competition, project complexity and limited resources are forcing manufacturers who supply the construction industry to consider new digital methods to make efficiencies and gain a competitive edge.

Autodesk worked with Torpedo to reach out to senior executives within named EMEA industrial construction manufacturer accounts. The objective was to generate awareness and position Autodesk as the right global partner to drive digital transformation and provide Building Information Modelling (BIM) solutions.

This laid the groundwork for a personalised direct mail piece to present BIM as the foundational building block upon which digital transformation could be built. The recipient was presented with a video that played automatically upon opening the mailer, delivering the story and benefits behind using BIM for industrial construction, plus a pop-up brochure with instructions on how to get started.



46%

Conversion rate

\$250k

Incremental sales pipeline

384%

ROI