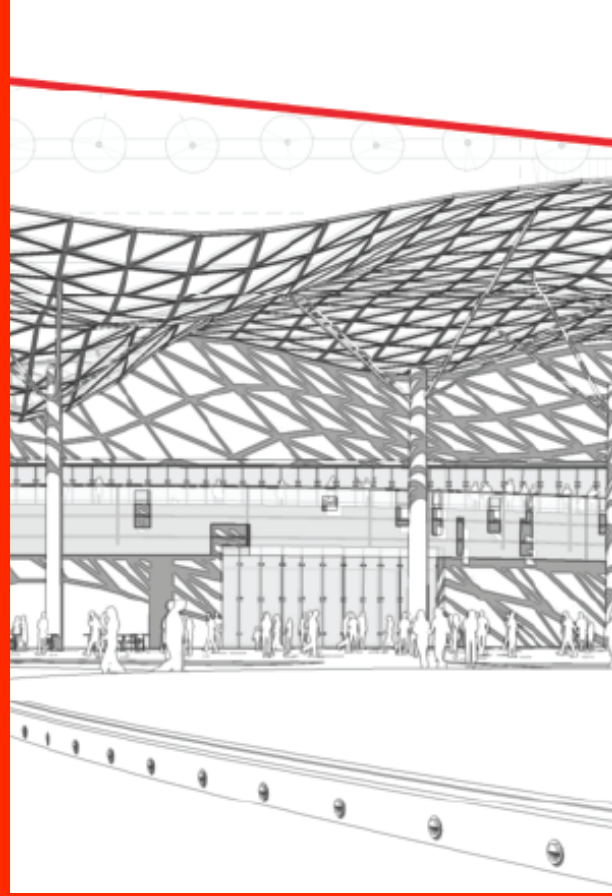


How SketchUp achieved a 613% increase in sales clicks by nurturing leads from free trials to paid subscribers



The client

SketchUp is a powerful 3D architectural design software that enables professionals, educators, and individual users to create and share their best, most elegant spaces.

The challenge

The team at SketchUp knew they had a superior product compared to competitors – but that wouldn't be enough to win the marketplace and fuel short- and long-term revenue results.

Its starting point was very familiar to digital marketers:

1. Lackluster conversion from free-to-paid subscriptions
2. Lots of ads, but no attribution to track lead generation performance
3. The outdated, text-only email nurture campaign did nothing to showcase the design software's capabilities, and it wasn't mapped to the buying journey
4. Questionable CRM data quality
5. Unintegrated marketing automation, CRM, and e-commerce platforms

The result was less common, however: **a Marketo Revvie award-winning transformation.**

The strategy

SketchUp and Intelligent Demand (ID) developed a data-driven, integrated approach designed to move the revenue needle in a scalable, measurable way.

The strategic plan called for:

1. Digging into existing data platforms to establish baseline metrics and recommendations for a complete data hygiene program.
2. A fresh instance of Marketo and deep integrations with SketchUp's CRM and e-commerce platforms.
3. A clear understanding of the target audience, personas, and buying journeys.
4. The development and execution of a "Welcome Campaign" designed to convert trial users into paid subscribers. By adding a vertical field to the product trial form, ID was able to provide segmented, engaging messaging and content. The new campaign also highlighted the platform's design capabilities.

With these key aspects in place, and reliable data in hand, the team was confident in reporting their ground-breaking results to SketchUp's executive leadership.

The results

Beyond winning The Innovator Revvie award, the program generated long-term, sustainable revenue growth:



613% increase in sales clicks



\$8.3M+ in revenue generated by 17,419 purchases



Improved database quality by increasing early unsubscribers to reduce spam complaints and weed out disengaged leads



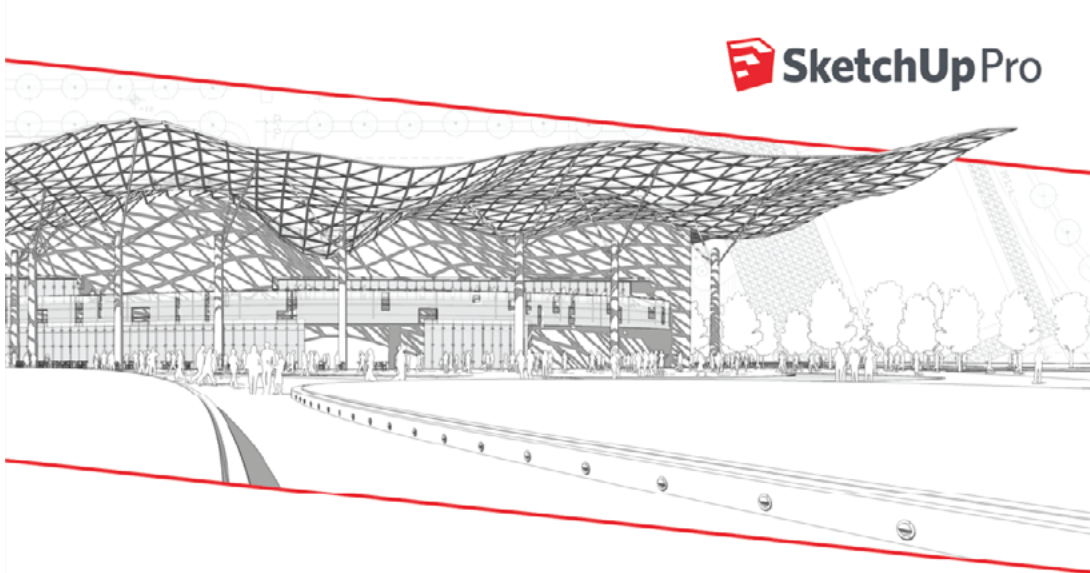
Overall unsubscribe rate of 8M+ leads steady at <1%



"In a short amount of time, the team at Intelligent Demand internalized our strategy, competencies, and offerings to extend our worldwide reach. Their hands-on, consultative approach is what really sets them apart in the demand generation arena. They work side-by-side with us to design, build, launch, measure, and optimize our integrated programs."

—Chris Keating

General Manger, SketchUp



Thanks for downloading SketchUp Pro!

Want to model in peace? [Unsubscribe here.](#)

First things first—we want to make sure that you've **downloaded and installed SketchUp** successfully.

Step 1.

Find the DMG installer file that you downloaded.



[Problems downloading?](#)

Step 2.

Drag the SketchUp icon to the applications folder to install.



[Problems installing?](#)

Step 3.

Find SketchUp in your Applications folder and start sketching!



Your trial is a fully functional version of SketchUp Pro (including LayOut) that's good for 8 hours of active modeling.

Ready to get going? [Start learning SketchUp Pro now.](#)

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4730 Walnut Street, Suite 201
Boulder, CO 80301
[sketchup.com](#)

Our insights



Revisit your key messages and value statements regularly to make sure they are truly resonating with your audience.



Tweak core messaging and content assets to engage different segments of your audience.



Integrate your marketing and sales platforms for optimal reporting and data collection.



Establish a baseline for your metrics to know if your performance is improving or not.



Understand which channels are working and which are not by tracking lead sources.

Get the results you need, right now.

Intelligent Demand is ready to grow your revenue and accelerate your business. Reach out today, and we'll create a solution that's right for you and your team.

Mike Swainey

mike.swainey@intelligentdemand.com

877.654.2234

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