B2B Gamification: How Autodesk® used game mechanics for in-trial marketing

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Gamification in B2B

1. What is it and why should I care?
2. Autodesk’s business problem
3. Case study
4. What can I do?
Gamification in B2B

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What is Gamification?

Using game mechanics provide incentive for action.

• Connects with conditioned, internal reward systems
• Helps us do things we may not normally do
• Makes things we have to do more rewarding

Where do we see this in the real world today?
Explorer
You’ve checked into 25 different venues! Got any great recommendations (like the best time to visit or a secret menu item)? Share them with the world! Add Tips to places you love and get suggestions from others.

Unlocked at Applebee's Neighborhood Bar & Grill
95% profile completeness

Complete your profile quickly
Import your résumé to build a complete profile in minutes.

Profile Completion Tips
Add your summary (+5%)

Who's Viewed Your Profile?
12 Your profile has been viewed by 12 people in the past 7 days.
18 You have shown up in search results 18 times in the past 7 days.

Your LinkedIn Network
431 Connections link you to 7,022,384+ professionals
20,549 New people in your Network since March 16

Add Connections
delete photos?

18 Views  1 Reply  Latest reply: Aug 3, 2012 9:45 AM by Allan Sampson

oldcdr
Aug 3, 2012 9:38 AM
How can I delete photos from my iPhone that were synced from my desktop?

This solved my question by Allan Sampson on Aug 3, 2012 9:45 AM

Removed the same way they were transferred from your computer – via the iTunes sync process.

See the answer in context

Categories: Camera, Photos and Video

Allan Sampson  Central Texas
✓ This solved my question Re: delete photos?
Aug 3, 2012 9:45 AM (in response to oldcdr)

Removed the same way they were transferred from your computer – via the iTunes sync process.
Some simple facts

• We like to play
• We like to be good at things
  ▪ We like people to see how good we are at things
• We like to see how we measure up against others
  ▪ We like people to see how we measure up (mostly)
• We like to win
  ▪ We like people to see us win

Why do we have these feelings?
Star Chart

Activities

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brush my teeth</td>
<td>Make my bed</td>
<td>Eat my food</td>
<td>Wash hands</td>
<td>Tidy my room</td>
<td>Reading/ writing practice</td>
<td>Say please and thank you</td>
</tr>
<tr>
<td>Go to bed on time</td>
<td>Cinema</td>
<td>Toy</td>
<td>Swimming</td>
<td>Cinema</td>
<td>Cinema</td>
<td>Cinema</td>
</tr>
</tbody>
</table>

Children's names: Will, Zoe, Tom, Lucy

#B2Bsummit
SUMMARY OF RESULTS

Congratulations on taking the SAT! You're showing colleges that you're serious about getting an education.

The SAT is one indicator of how ready you are to handle college-level work. The test measures the critical thinking skills that you learned in school and that will help you succeed in college.

Learn more about who takes the SAT.

CRITICAL READING: 800

<table>
<thead>
<tr>
<th>RANGE</th>
<th>TOTAL QUESTIONS</th>
<th>CORRECT ANSWERS</th>
<th>INCORRECT ANSWERS</th>
<th>OMITTED ANSWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 - 800</td>
<td>67</td>
<td>66</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

SENSE COMPLETION
- 19 correct answers
- 0 incorrect answers
- 0 omitted answers

PASSAGE-BASED READING
- 48 questions
- 47 correct answers
- 1 incorrect answer
- 0 omitted answers

TOTAL
- 67 questions
- 66 correct answers
- 1 incorrect answer
- 0 omitted answers

More on Critical Reading: Your Score Details | Compare Your Score

National Percentile: 99%

MATHEMATICS: 800

<table>
<thead>
<tr>
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<th>INCORRECT ANSWERS</th>
<th>OMITTED ANSWERS</th>
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<tbody>
<tr>
<td>200 - 800</td>
<td>11</td>
<td>11</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

NUMBERS & OPERATIONS
- 11 questions
- 11 correct answers
- 0 incorrect answers
- 0 omitted answers
The conditioning continues all our lives

How many of you:

• Played a game while traveling to Orlando?
• Checked in on Foursquare™ when you got here?
• Played a word in Words with Friends™ today?
Gamification in B2B

1. What is it and why should I care?
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4. What can I do?
About Autodesk, its products, and software trials

• Autodesk makes 3D design, engineering, and entertainment software, and helps people imagine, design and create a better world
• Trials are essential to our business
• In-trial marketing is tasked with taking trial users, and converting them to sales in the Autodesk Online Store
Thank you for exploring Autodesk® 3ds Max® software.

Want to advance your skills even faster?
Visit the 3ds Max YouTube Learning Channel.

Price: US$3,495*

BUY NOW

Upgrading? US$1,745 for 3ds Max 2010 - 2012 customers.
Testing in-trial marketing provides insight

Type 1: Drive to Purchase

Type 2: Create engaging trial experience
14% increase

Trial Usage
Gamification in B2B

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Enter Gamification

Gamification Project Goals

• Create an engaging trial experience

• Create awareness for 3ds Max trial through buzz

• Influence purchase decisions by causing decision makers in professional segment to use the trial
UNDISCOVERED TERRITORY

WELCOME TO YOUR TRIAL
Begin your quest. Crack the code. Discover a hidden city. You could win.
Explore Autodesk® 3ds Max® 2013 trial software while competing to discover a hidden city.

29 DAYS LEFT

BUY NOW
Price: US$3,495*
Full Commercial License

*Prices and/or promotional discounts shown are based on Autodesk’s Suggested Retail Price (SRP), and are only valid in the 50 United States and Canada. The SRP does not include any allowance or provision for installation or taxes. Autodesk reserves the right to alter the SRP, product offerings, and specifications of its products and services at any time without notice, and is not responsible for any typographical, graphical, or other errors that may appear in this text.

I’ve purchased a license for this product and have a serial number: [ ] [ ] [ ] [ ] My product key is: [ ] [ ] [ ] [ ] [ ] [ ] Activate

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MISSIONS

COMPLETE A QUEST AROUND THE WORLD IN EIGHT MISSIONS TO FIND THE HIDDEN CITY.

MISSION 1
THE JOANINA LIBRARY, COIMBRA, PORTUGAL

MISSION 2
CATHEDRAL, SANTIAGO, SPAIN

MISSION 3
A MEDITERRANEAN ISLAND

MISSION 4
ISTANBUL, TURKEY

MISSION 5
GIZA, EGYPT

MISSION 6
MARRAKESH, MOROCCO

MISSION 7
M'ZAB VALLEY, ALGERIA

MISSION 8
THE DESERT, ALGERIA

MISSION COMPLETED
SHARE STAMP
EARN MORE POINTS.

SEE MISSION DETAILS

#B2Bsummit
MISSION 4

ISTANBUL, TURKEY
You make it to the port of Turkey’s largest city (barely), ready to find the next piece. Amidst the hustle and bustle of this unique place, where the orient meets the occident, you must seek out an old tapestry vendor. In a city of 20 million, it almost feels like trying to find a needle in a haystack. You proceed to the largest covered market in the world, the Grand Bazaar. Following the small map found on the island, it feels like you’re going in circles — wasn’t that the same coffee stand from five minute ago? Finally the crowd parts and you see your man: the keeper of your fourth mission.

DOWNLOAD STARTER FILES >

MISSION STATUS

- IN PROGRESS
- SUBMITTED FOR APPROVAL
- APPROVED: MISSION COMPLETE

PASSPORT STAMP

Submit your completed mission to unlock the next destination.

MISSION OBJECTIVES

LOW POLYGON
- Create a shell that will house the high poly model.

WATCH A TUTORIAL >

SUBMIT FILES FOR APPROVAL
Once completed, upload and submit your mission to the Autodesk review panel. You will receive notification once the panel has approved or rejected your submission. Share your completed mission on the Autodesk Facebook page for additional points.

SUBMIT >
ISTANBUL, TURKEY

You make it to the port of Turkey’s largest city (barely), ready to find the next piece. Amidst the hustle and bustle of this unique place, where the orient meets the occident, you must seek out an old tapestry vendor. In a city of 20 million, it almost feels like trying to find a needle in a haystack. You proceed to the largest covered market in the world, the Grand Bazaar. Following the small map found on the island, it feels like you're going in circles – wasn’t that the same coffee stand from five minutes ago? Finally the crowd parts and you see your man: the keeper of your fourth mission.
YOU MADE IT!

In the heart of the desert...

...you pull out the small scrap of parchment from the seventh mission. Your gut told you to save it and now that the data pad is in your hands, you know what you need to do.

Holding it over the tattered paper, you’re startled to see the script move. After a moment you realize that the script isn’t actually moving, but that the screen is deciphering the text. Those words at the bottom of the page? The ones that looked like ink blots? Under the screen you realize that they are deciphered to reveal coordinates to the city. Moving forward into the desert you know that your next stop will be the end of your journey.

...or maybe just the beginning?

RETURN TO MISSION MAP >

DEBRIEF YOUR Autodesk® 3ds Max® JOURNEY >
Case Study: Results

40% increase in trial usage
Ratio of day 2-30 trial use to day 1 use increased 40%

What You Need to Understand: Connecting game mechanics to an ordinary tutorial drove our key objective higher than any previous attempt
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Gamification is not a toy

• Create engaging experiences to take on your biggest challenges:
  
  • *Meaningful* relationship building
  • More *engagement*
  • Higher *quality* sales leads
  • More *sales*
Gamification is not a toy

- Create engaging experiences to take on your biggest challenges:

  Gamification engages customers and creates memorable experiences
  - Meaningful relationship building
  - More engagement
  - More sales
Thank You

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