

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

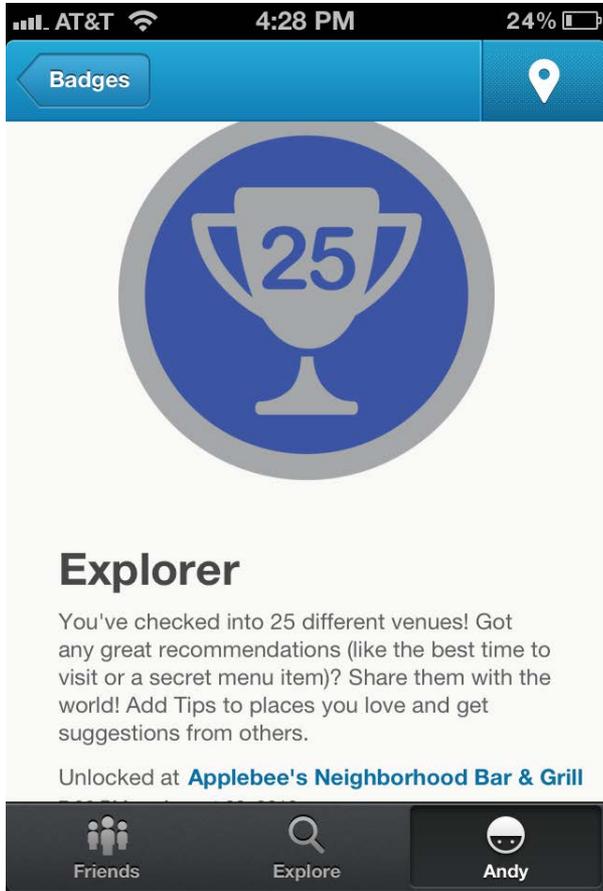
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What is Gamification?

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?





 95% profile completeness

Complete your profile quickly



Import your résumé to build a complete profile in minutes.

Profile Completion Tips [\(Why do](#)

 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 7,022,394+ professionals

20,549 New people in your Network since March 16

[Add Connections](#)



The image displays three screenshots of the Nike+ mobile application interface, arranged horizontally. Each screenshot shows the top status bar with AT&T service, signal strength, and time (9:43 PM, 9:30 AM, 9:30 AM).

- Left Screenshot (Home Screen):** Features a "Welcome to Nike+" header, a runner icon, and statistics: 0 RUNS, 0'00" AVG PACE, 0:00:00 DURATION, and 0 cal CALORIES. It includes buttons for "Start a New Run" and "Challenge Me" (with a gold medal icon and the text "Take on your last run"). The bottom navigation bar has Home, History, and Settings icons.
- Middle Screenshot (Map View):** Shows a map of a run route in a city grid. A "Finish" callout box displays: 5.27mi, 8'35"/mi, and 45:15. The route is highlighted in yellow and orange. The bottom of the map shows "7'32" FASTEST" and "9'15" SLOWEST". The bottom navigation bar has Home, History, and Settings icons.
- Right Screenshot (Summary Screen):** Displays "Your Run on 08/22/10 at 11:55am" and a large "5.27 mi" with a runner icon. Below it are statistics: 8'35"/mi, 0:45:15, and 498 cal. It includes menu items: "Route Info" (5.27mi with GPS), "How was your run?", and "Visit Nikeplus.com". The bottom navigation bar has Home, History, and Settings icons.

#B2Bsummit



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?

Level 1 (0 points)

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

I have this question too (0)



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.

Level 10 (109,875 points)

Like (0)

More Like This

- Deleting photos
- delete photos
- how do you delete photos
- How do I delete photos
- delete photos

Bookmarked By (0)

View:

No public bookmarks exist for this content.

Legend

- This solved my question** – 10 points
- This helped me** – 5 points



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?



#B2Bsummit



SUMMARY OF RESULTS

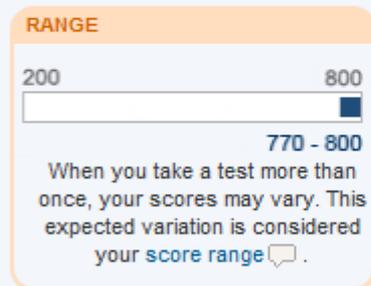
Congratulations on taking the SAT! You're showing colleges that you're serious about getting an education.

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

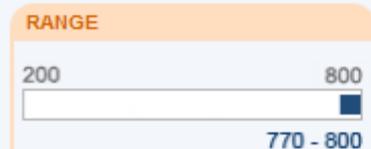
[Understanding Your Score Report](#)



National Percentile: **99%**

	TOTAL QUESTIONS	CORRECT ANSWERS	INCORRECT ANSWERS	OMITTED ANSWERS
CRITICAL READING				
SENTENCE COMPLETION	19	19	0	0
PASSAGE-BASED READING	48	47	1	0
TOTAL	67	66	1	0

More on Critical Reading: [Your Score Details](#) | [Compare Your Score](#)

MATHEMATICS: 800

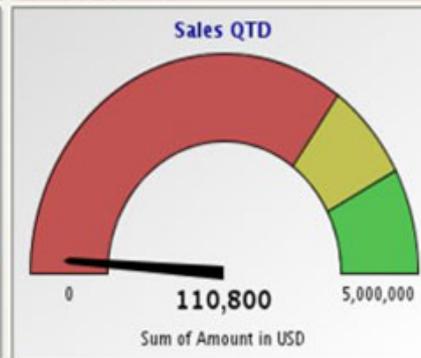
	TOTAL QUESTIONS	CORRECT ANSWERS	INCORRECT ANSWERS	OMITTED ANSWERS
MATHEMATICS				
NUMBERS & OPERATIONS	11	11	0	0

Closed Sales YTD



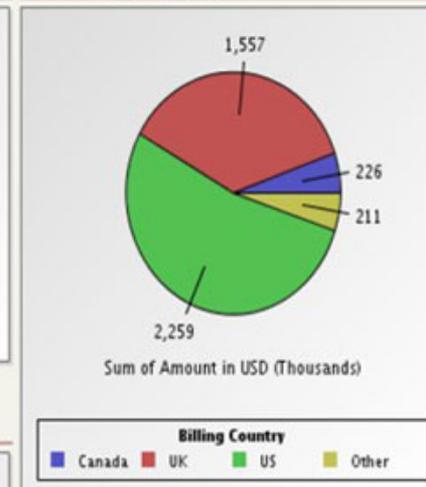
Target 18.5M, stretch target 24M

Closed Sales QTD

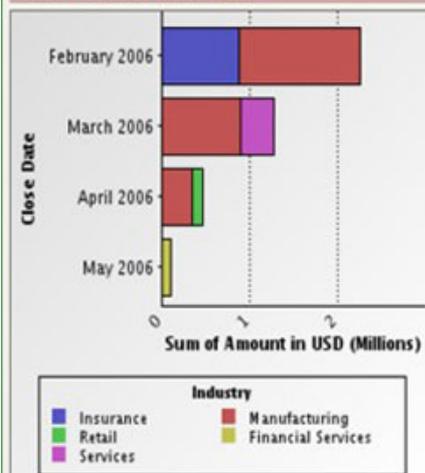


Target 4.225M, Stretch target 5M

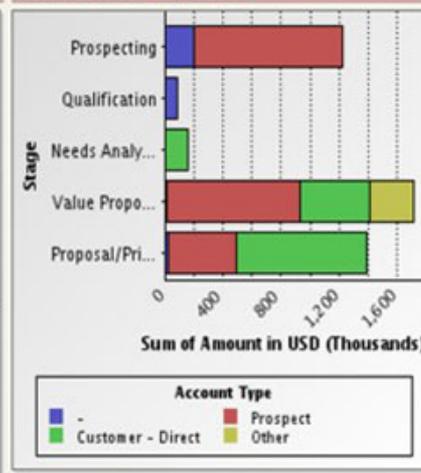
Sales by Country YTD



Closed Sales by Industry



New Business Pipeline



Key Opportunities (Pipeline)

Opportunity Name	Sum of Amount
Cardinal 6 GC 5000	USD 860K
Edge 6 GC 5000	USD 860K
LLoyds 6 GC 5050	USD 800K
ATB Financial upsell opportunity	USD 450K

>400K + < 90 days

Top 5 Sales Reps

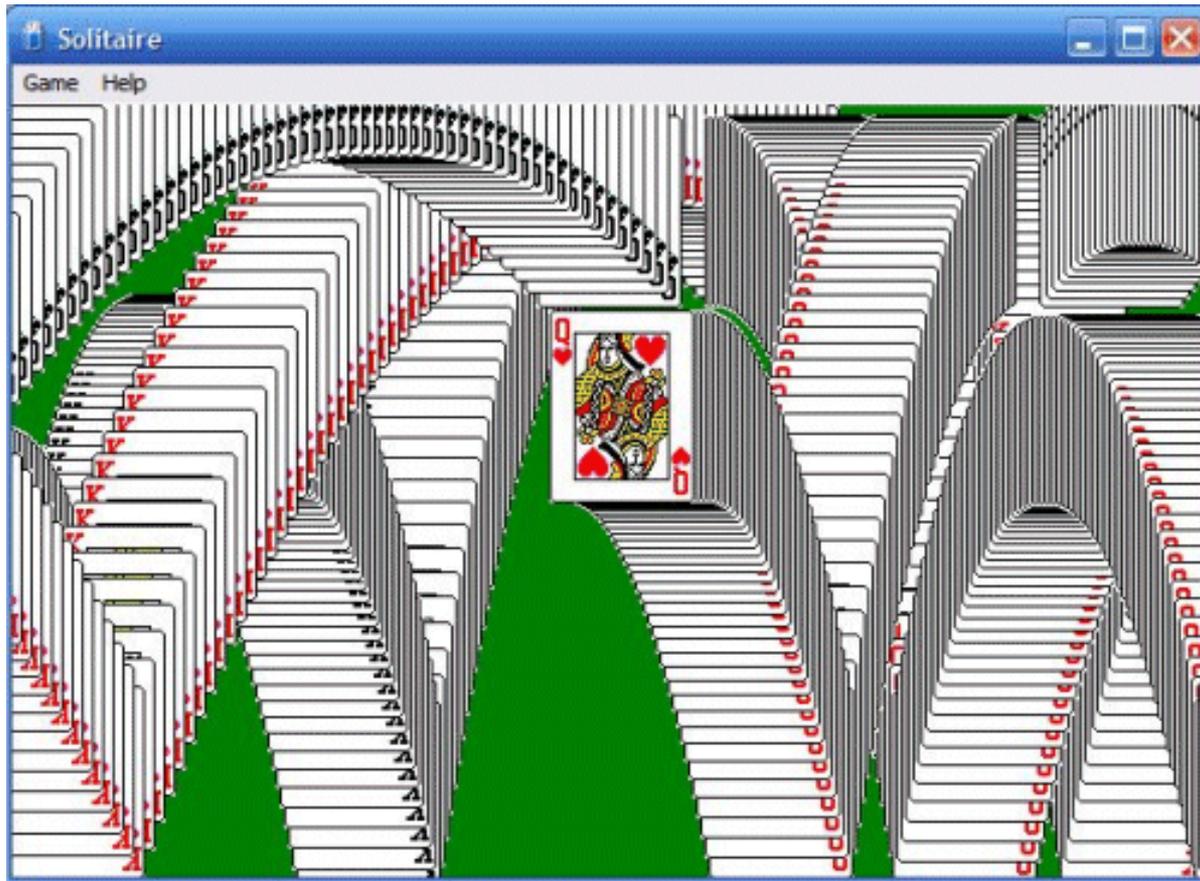




The conditioning continues all our lives

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?

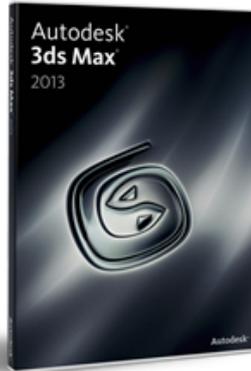


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About Autodesk, its products, and software trials

- 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.

CONTINUE TRIAL ▶

**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 specification of its products and services at any time without notice, and is not responsible for typographical, graphical, or other errors that may appear in this text.*



29 Days Remaining

I've purchased a license for this product and have a serial number:

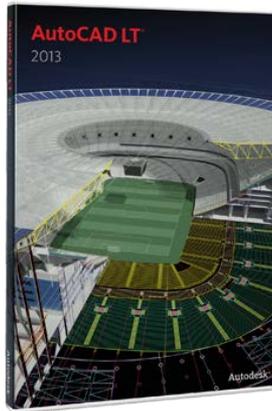
My product key is:

Activate

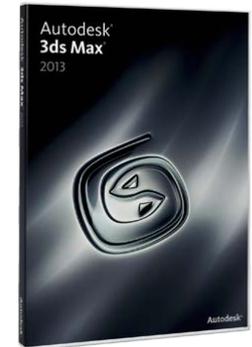
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Testing in-trial marketing provides insight

Type 1: Drive to Purchase



Type 2: Create engaging trial experience





Autodesk 3ds Max 2012 Autodesk

USE 3DS MAX

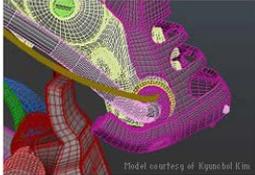
Tutorials

Learn at your level, from beginner to expert, with the 3ds Max video learning channel.



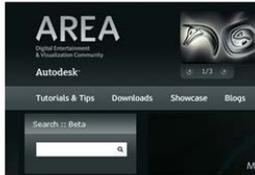
What's New for 2012

See the iray Renderer, sculpting and painting enhancements, and ProOptimizer enhancements in action.



3ds Max® Community

Interact with fellow CG artists using 3ds Max and see artist-submitted images in the Showcase.



Upgrade

\$1,745*

Upgrade: Available for Autodesk 3ds Max 2009-2011 customers.

Buy Now

\$3,495*

Full Commercial License



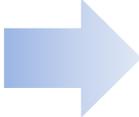
5

5 DAYS REMAINING

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I've purchased a license for this product and have a serial number: My product key is:

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 **No change**
Trial Usage

Autodesk 3ds Max 2012 Autodesk

USE 3DS MAX



© 2011 GK Films, LLC. All Rights Reserved.

Academy Award® nominees and Autodesk® 3ds Max®
Learn more about award-winning entertainment created with Autodesk software.

Upgrade

\$1,745*

Upgrade: Available for Autodesk 3ds Max 2009-2011 customers.

Buy Now

\$3,495*

Full Commercial License



8

8 DAYS REMAINING

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 **14% increase**
Trial Usage

Gamification in B2B

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- 4 What can I do?

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

AUTODESK 3DS MAX

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

[GET STARTED >](#)



29
DAYS LEFT

[BUY NOW >](#)

Price: US\$3,495*
Full Commercial License

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[CONTINUE TRIAL >](#)

LEAD THE MISSION,
WIN AN AUTODESK® ENTERTAINMENT
CREATION SUITE ULTIMATE.

LEADERBOARD POINTS

- | | |
|----------------|------|
| 1. JJ314 | 5300 |
| 2. Eric Bogard | 1570 |
| 3. scottsidea | 525 |
| 4. HeidiHewett | 100 |
| 5. alnadel | 100 |

I've purchased a license for this product and have a serial number:

My product key is:

[Activate](#)

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PASSPORT PROFILE

MY CURRENT MISSION

ISTANBUL, TURKEY

RESUME MISSION >



MY STAMPS & ACHIEVEMENTS



Mike Daniels

POINTS 100

RANK 6



SHARE ACHIEVEMENT

How you stand up to the competition? You've checked out the Leaderboard enough times to earn the Ego Maniac badge.



POINTS

ACHIEVEMENT	POINTS
Ego Maniac NEW	1
Quick Draw NEW	10
Ego Maniac	1
Show Off	5
Triple Threat	10
Racing Ahead	1



MISSIONS

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

MISSIONS ACCEPTED

SOMEWHERE OVER THE ATLANTIC OCEAN



MISSION 5

GIZA, EGYPT



MISSION 6

MARRAKESH, MOROCCO



MISSION 1

THE JOANINA LIBRARY, COIMBRA, PORTUGAL



MISSION COMPLETE

SHARE STAMP
EARN MORE POINTS.



[SEE MISSION DETAILS >](#)

MISSION 2

CATHEDRAL, SANTIAGO, SPAIN



MISSION 3

A MEDITERRANEAN ISLAND



MISSION 4

ISTANBUL, TURKEY



MISSION 8

THE DESERT, ALGERIA



MISSION 7

M'ZAB VALLEY, ALGERIA



[Mission Map](#) > [Mission 4](#)

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

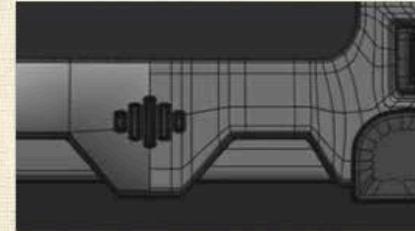
- IN PROGRESS
- SUBMITTED FOR APPROVAL
- APPROVED: MISSION COMPLETE

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 >](#)



Mission Map > Mission 4

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.

MISSION STATUS

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

PASSPORT STAMP



EARN MORE POINTS

- Complete missions quickly
- Complete missions accurately
- Share your stamps on Facebook and Twitter
- Encourage friends to like your posts

SUBMIT FILES FOR APPROVAL

Congratulations. Your mission has been approved.

[NEXT MISSION >](#)



Mission Map > The Hidden City

SHARE ACHIEVEMENT

You've not only built a pretty impressive data pad, you've found the hidden city and that's no small feat. Display your Certified Explorer badge proudly.



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 >

LOG IN

LEADERBOARD

FAQ

LEADERBOARD

THE WINNER, THE PLAYER WITH THE MOST POINTS, WINS
ENTERTAINMENT CREATION SUITE ULTIMATE 2013. WANT TO EARN MORE POINTS?

LEAD THE MISSION.
WIN Entertainment Creation
Suite Ultimate 2013.

FIND OUT HOW >

LEADERBOARD



ACTIVITY

LEADERS	POINTS
1. JJ314	5300
2. Eric Bogard	1570
3. scottsidea	525
4. cmart	275
5. HeidiHewett	100
6. mahmouddallah	100
7. yritag	100
8. xHalibel03lover	100
9. alnadel	100

JJ314	unlocked Giza, Egypt	
JJ314	unlocked Istanbul, Turkey	
xronex	unlocked Campaign Rookie	
xronex	unlocked Quick Draw	
JJ314	unlocked Triple Threat	
JJ314	unlocked Mediterranean Island	
JJ314	unlocked Santiago, Spain	
Lich120	unlocked Quick Draw	
Lich120	unlocked Campaign Rookie	

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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- 4 What can I do?



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*
- *Higher quality sales leads*
- More *sales*

Thank You

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How Autodesk® used game
mechanics for in-trial marketing

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