

BEST DIGITAL CAMPAIGN:



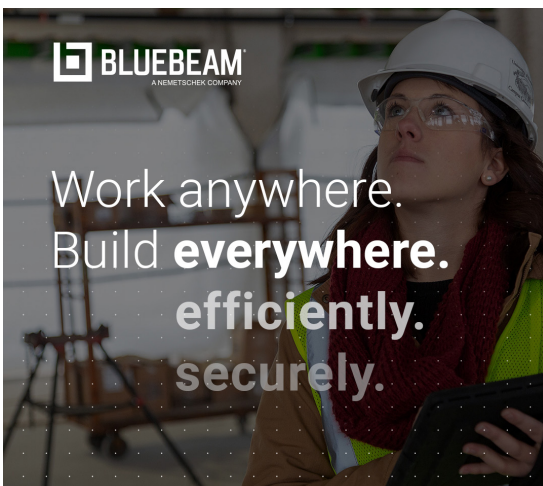
# Work anywhere. Build everywhere.

Our **'Work anywhere. Build everywhere'** multi-channel digital campaign succeeded in growing our subscribers by 100% and shifting Bluebeam's business model.

CAMPAIGN RUN DATES: SEPTEMBER 2022 - AUGUST 2023

## CAMPAIGN IMPACT HIGHLIGHTS

- **66 million** impressions across Google, Facebook, LinkedIn
- **87%** increase in marketing qualified leads
- **41.6%** of all customers on subscription packages
- **Website** in 15 languages
- **Over 33 million** impressions of our display ads
- **100% increase** in new subscriptions
- **46% increase** in clicks to the website
- **42.46%** open rate for our email drip campaign
- **23.5% increase** in combined social media followers
- **Campaign** stretching UK, Ireland, Middle East, Africa, North America, Australia, New Zealand, India, Asia, Germany, Austria, Switzerland and Northern and Eastern Europe



*"Our new accessible-from-anywhere products and services will allow us to deliver more ongoing value to every customer and every organisation. We're reinventing the way we deliver value across Design and Build workflows – in the office and in the field. This way we can stay better engaged with our customers and the industry as it continues its rapid pace of change and innovation."*

**Michael Perry**

VP of Product Marketing, Bluebeam

Work anywhere. Build **everywhere.**  
**efficiently.**  
**securely.**

