

BEST INTERNATIONAL CAMPAIGN:



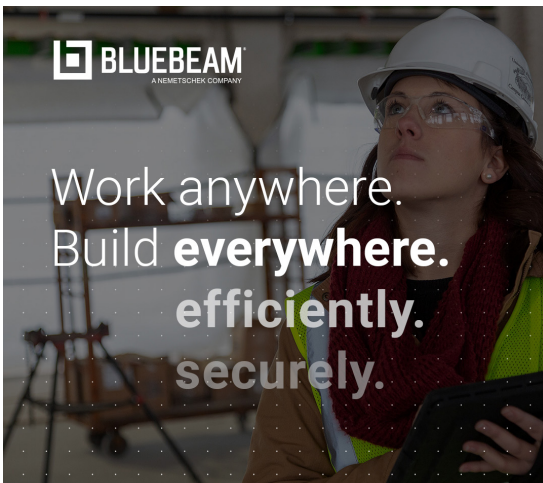
Work anywhere. Build everywhere.

Our **'Work anywhere. Build everywhere'** international 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
- **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.

