

# CADdetails Analytics

Unlock proprietary intent data and  
unique insights into AEC activity

# What Is Intent Data?

**Intent data** collected from CADdetails.com accurately gauges an AEC user's interest in your offerings based on their engagement with your products and/or related product categories.

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## Did you know?

**97%** of organizations believe that intent data offers a substantial competitive advantage, but **56%** struggle with the quality of their data.

Source: <https://www.surfe.com/blog/buyer-intent-statistics/>

With CADdetails Analytics, you gain **highly targeted intent data** from AEC professionals actively searching for products in your category.

# Breakdown of **CADdetails Analytics**

A large, solid red circle containing the text 'Performance Summary' in white.

**Performance  
Summary**

A large, solid dark gray circle containing the text 'Design Firm Leaderboard' in white.

**Design Firm  
Leaderboard**

# Performance Summary

Driven by the engagement of all visitors exposed to your content, the **Performance Summary** dashboard displays the following key performance indicators (KPIs) during a selected date range:

## KPI Performance

Dates between May 01, 2024 through March 02, 2025

Impressions

5,826,651

### Impressions:

Total number of times content was seen by users on CADdetails.com.

Clicks

182,402

### Clicks:

Total number of times users click on specific company content, including listings, products, folders, company pages, links, and more.

Downloads

33,716

### Downloads:

Total number of times users downloaded company content on CADdetails.com.

Unique Users

534,989

### Unique users:

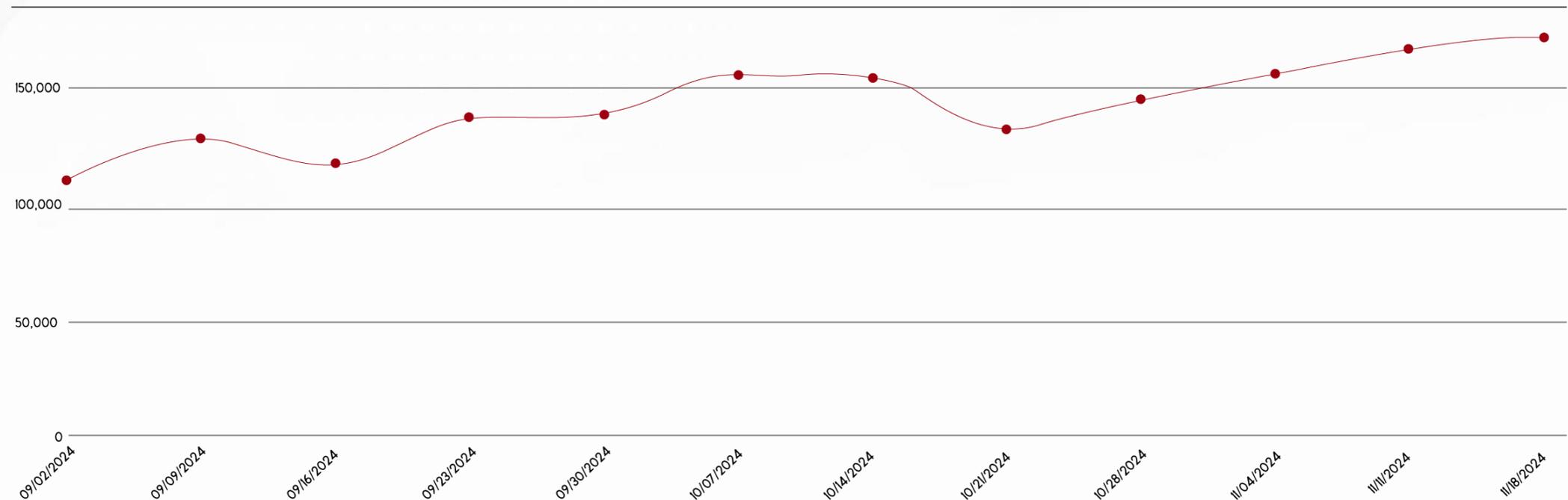
Total unique users (i.e. visitors) that performed either a search, click, or a download relating to your content.

# Performance Summary

Discover valuable insights by tracking **KPI Performance Over Time**.

## KPI Performance Over Time

Weekly Impressions



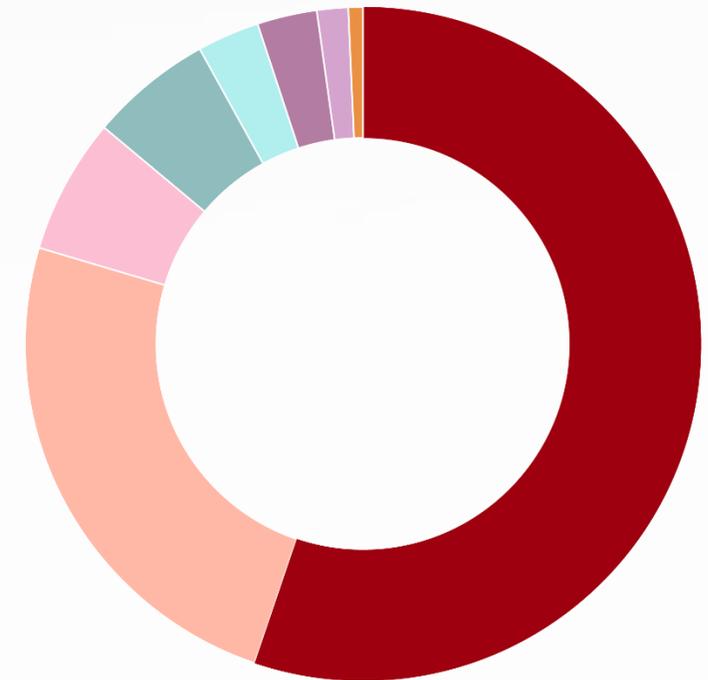
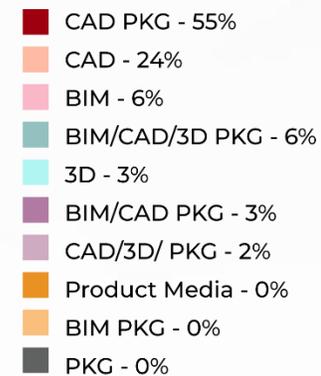
# Performance Summary

Discover valuable insights by tracking your **Top Performing Listings** and your **Content Type Distribution**.

## Top Performing Listings

Rank	Name	Engagement Score
1	Stacked Front Load 24 in Electric Dryer	100
2	Handicapped Parking Space	63
3	Handicapped Parking Sign - Detail 1	63
4	Handicapped Symbol for Parking	58
5	Semi-Trailer Turning Radius	53
6	32 Inch Wood Panel System for Interior Walls	51
7	Handicapped Parking Sign - Detail 3	48
8	Accessible Parking	43
9	Accessible Parking Layout W/ Sign	40
10	Concrete Curb System - Curb and Sidewalk	40

## Content Type Distribution



# Design Firm Leaderboard

The **Design Firm Leaderboard** helps you identify the most relevant and active design firms based on their likelihood to click on and download your content in the last 3 months.

## Leaderboard

Scroll down to view the most relevant design firms and expand or collapse the user level data at your convenience using the +/- toggle on the tables left side.

+ Rank	Change	Intent Score	Design Firm	Last Signal	Country	State / Province	City	Zip / Postal	LinkedIn	Website	Emp...	Industry
+ 155	🆕 New	78	Mahan Rykiel Associates, Inc.	2024-11-20	United States	Maryland	Baltimore	21211	<a href="#">linkedin.com/co...</a>	<a href="#">mahanrykiel.c...</a>	11-50	Design
+ 156	↓ -17	78	Quinn Evans	2024-11-19	United States	Maryland	Baltimore	21201	<a href="#">linkedin.com/co...</a>	<a href="#">quinnevans.com</a>	51-200	Architecture & Planning
+ 157	↓ -44	78	Alterpex	2024-11-06	United States	Illinois	Prospect He...	60070	<a href="#">linkedin.com/co...</a>	<a href="#">alterpex.com</a>	11-50	Construction
+ 158	↑ 25	78	Somerset Associates	2024-11-18	United States	California	Studio City	91604	<a href="#">linkedin.com/co...</a>	<a href="#">somerasetassoc...</a>	1-10	Information Technology ...
+ 159	↓ -44	78	The Brownstone Group	2024-10-11	United States	Texas	Houston	77057	<a href="#">linkedin.com/co...</a>	<a href="#">tbsg.com</a>	51-200	Real Estate

# Design Firm Leaderboard

The **Audience Insights** section visualizes aspects of your leaderboard and reflects your desired filter selections so you can quickly and easily find the information you're looking for.

**Firm Geographic Distribution Map:** Shows the geographic distribution of firms on the leaderboard by state and province.

**User Distribution by Profession:** Illustrates users associated with the firms on your leaderboard by their specified profession as defined in our robust database of AEC user data.

**Firm Distribution by Industry:** Displays firms by industry on your leaderboard so you can determine which industries have the highest quality engagement with your content and potentially identify new markets.



# Why Use CADdetails Analytics?



Level Up Your  
Marketing & Sales  
Strategies



Make Data-Driven  
Decisions



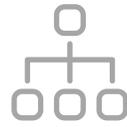
Seamless Team  
Collaboration

# Level Up Your Marketing Strategies

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Prioritize high-intent firms showing active interest in your products and leverage your insights to refine your marketing and sales efforts.

## Empower Your Marketing Team to:



Use your high-intent firms to gain a better understanding of your ICP (Ideal Customer Profile) and create lookalike audiences.



Build targeted campaigns aimed to drive brand visibility and generate interest in your products.



Keep costs low by ensuring your ad budget is focused only on prospects most likely to convert.



Tailor your content development efforts based on your audience's activity with the goal of addressing their specific concerns and pain points.

# Level Up Your Sales Strategies

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Prioritize high-intent firms showing active interest in your products and leverage your insights to refine your marketing and sales efforts.

## Empower Your Sales Team to:



Quickly identify high-intent firms that may not have been on your radar otherwise.



Reach out to interested firms at the critical moment when design decisions are made, improving the chances of conversion.



Increase the precision of sales prospects and connect with them early to build a stronger rapport.



Provide personalized follow-ups, relevant updates, and tailored recommendations that align with client needs and preferences.

# Make Data-Driven Decisions

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Gain a better understanding of your audience to upgrade existing workflows and guide future growth.

## Recommended Tools to Maximize Your Data



Customer Relationship Management (CRM) tools such as [Salesforce](#) or [HubSpot](#) — Track your high-intent firms, segment prospects, and set alerts for changes in intent scores.



Market research platforms like [ZoomInfo](#) or [LinkedIn Sales Navigator](#) — Gain even more actionable insights into your audience and enhance prospecting potential.

# Make Data-Driven Decisions

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Gain a better understanding of your audience to upgrade existing workflows and guide future growth.

## Strategic Product Development



Align product development efforts with the preferences and interests of the firms most interested in your existing offerings.



Uncover unmet AEC needs, gaps in the market, and areas for enhancement.



Pinpoint when interest in specific products peaks to determine the best timing for new product launches.

# Seamless Team Collaboration

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Keep everyone in the loop with intuitive data-sharing features and boost your team's efficiency.

## How to Share Your Intent Data



**Custom Views:** Save custom views of your data with filter options that align with your business reporting needs.



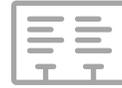
**Scheduled Exports:** Quickly isolate relevant data and email it to the team member(s) of your choice or send it to specific destinations via webhooks, cloud storage integrations, etc.

# Seamless Team Collaboration

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Keep everyone in the loop with intuitive data-sharing features and boost your team's productivity.

## The Benefits of Sharing Your Data with Your Team



**Promote Data Literacy:** Help your team become more data-savvy by sharing valuable insights they can use to improve their processes and drive high-impact results.



**Enhance Teamwork:** Sharing data fosters a collaborative environment where team members can align on goals, make informed decisions, and work together more effectively.



**Boost Efficiency:** Sharing data enables your team to streamline workflows, reduce redundancies, and focus efforts on the areas that matter most.

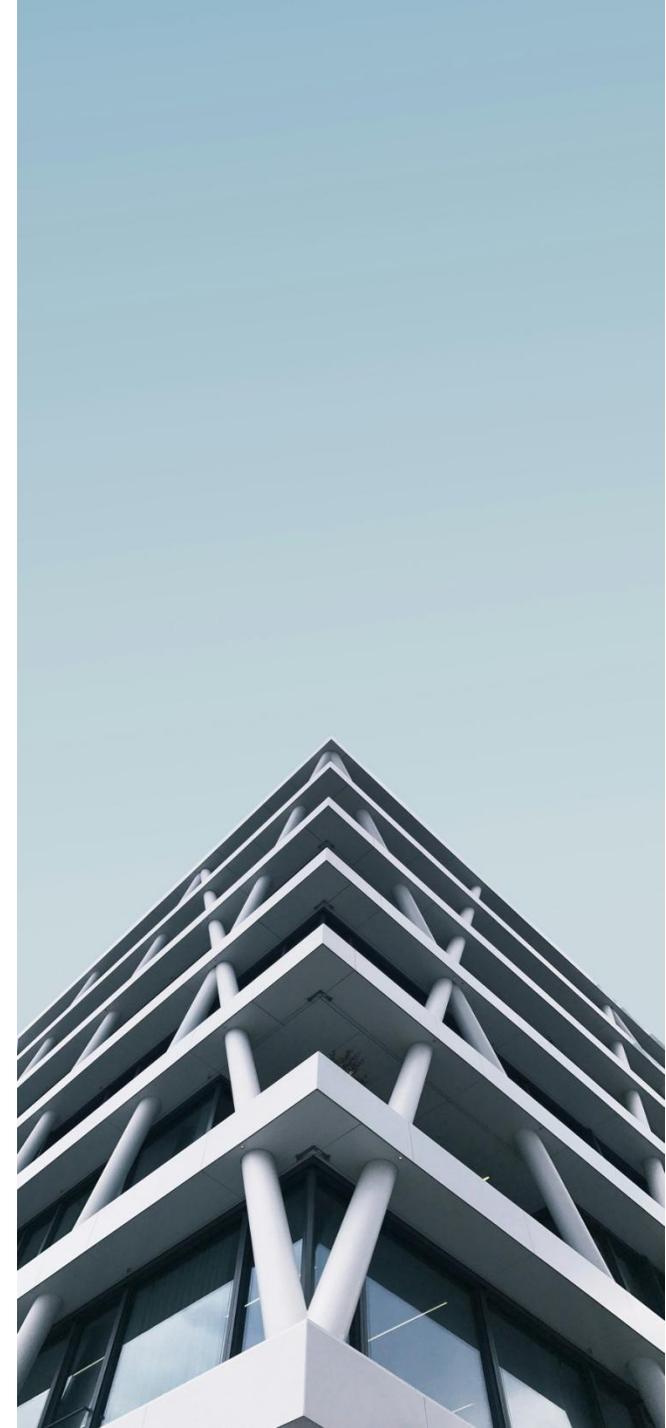


# Why Clients Love **CADdetails Analytics**

**"Between \$1 and \$2 million of our annual sales revenue comes from engaging with high-intent firms identified by CADdetails Analytics."** Avery Croteau,  
Director of Sales, Berliner

**"We're very impressed by the new analytics program, which is lightyears ahead of the old system. The scheduled email exports feature in particular is going to be huge for us."** Tom Moss, Area Specification Manager, Bowsmith

**"The visuals are beautiful, and the user guide is very easy to follow and understand."** Jennifer Cusick-Rawlinson, Marketing & Communication  
Manager, IPI By Bison



# Ready to get started?

[Book a Demo](#)

Explore our full range of products and services for manufacturers at [services.caddetails.com](https://services.caddetails.com)

