

CADdetails

Design Hub

The advantage you need to
stay ahead of the competition.



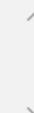
What is Design Hub?

Design Hub is a Focused Space for AEC to Discover & Specify Your Products

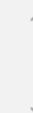
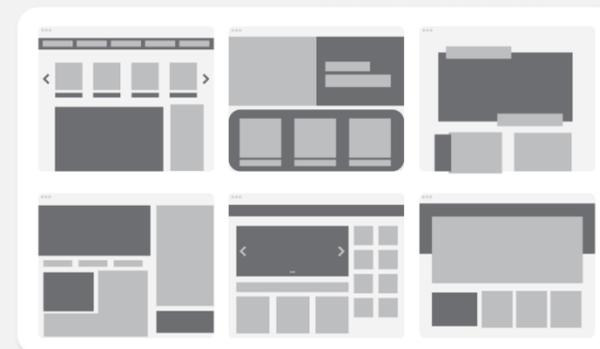
Focused on capturing AEC traffic to specify your products, our in-house team with 25+ years of expertise manages everything. Design Hub makes your product and design content easily accessible, provides exclusive AEC insights, and gives you a competitive edge.



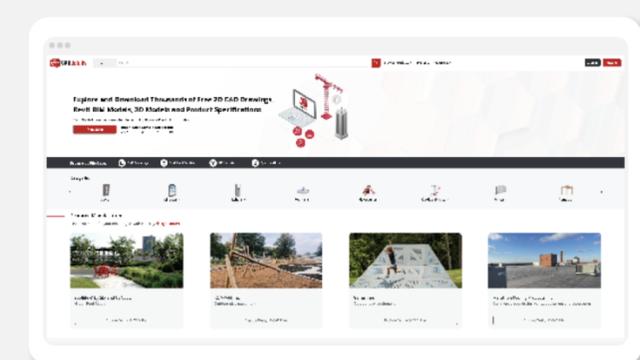
Customized for
AEC Professionals



Your Website



CADDetails Website



Why Use Design Hub?



Improve Brand Experience

Offer a streamlined product experience for AECs to find and specify your products with ease.



Unique AEC Data Insights

Use insights from proprietary data to refine your business and product strategies.



Save Time & Resources

Our team manages the content on your branded site so you can focus on your core business activities.

Improve Brand Experience

Create a seamless UX experience for your AEC professionals so they can easily find your products for upcoming projects.



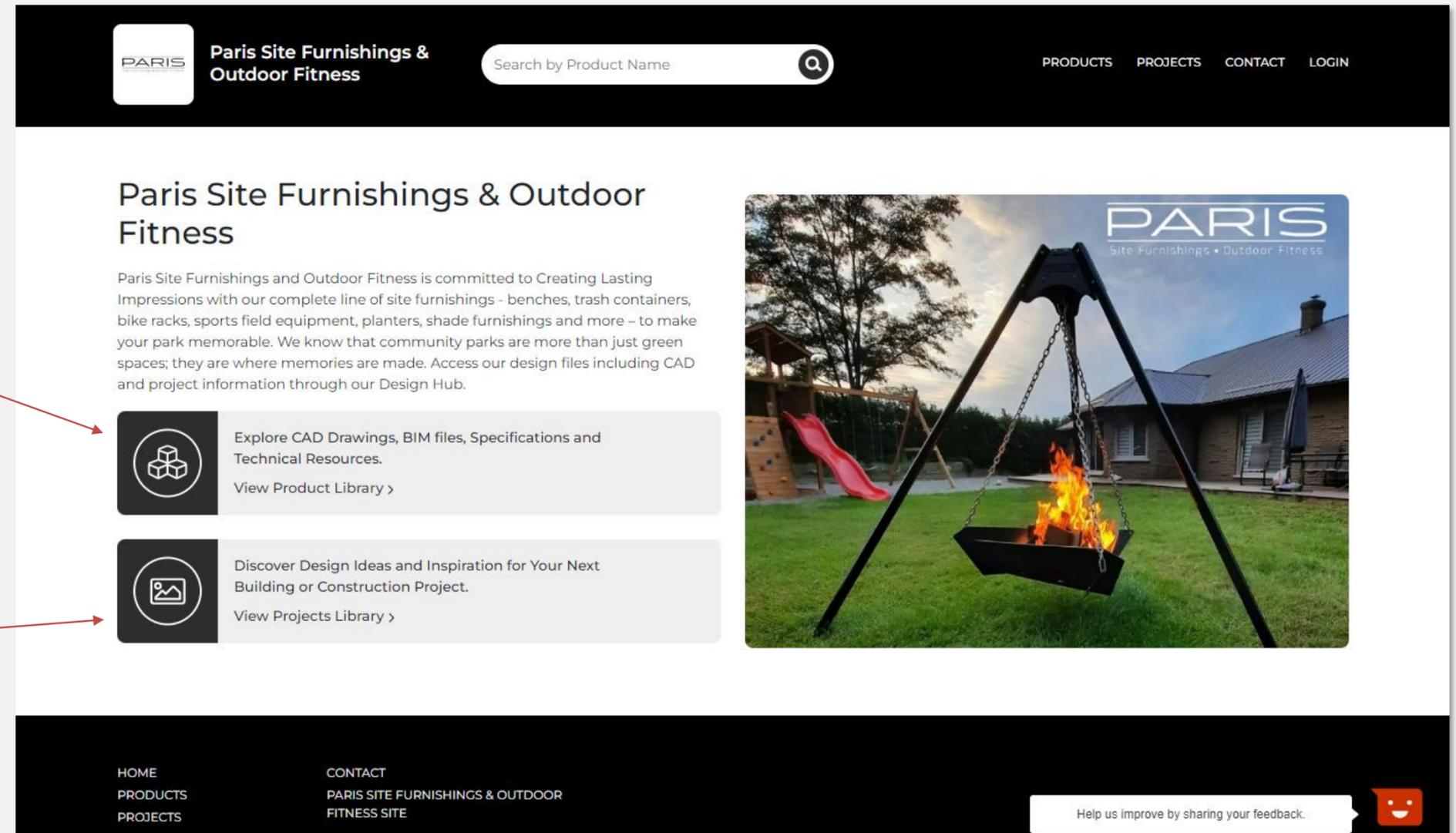
Improve Brand Experience

Product Library

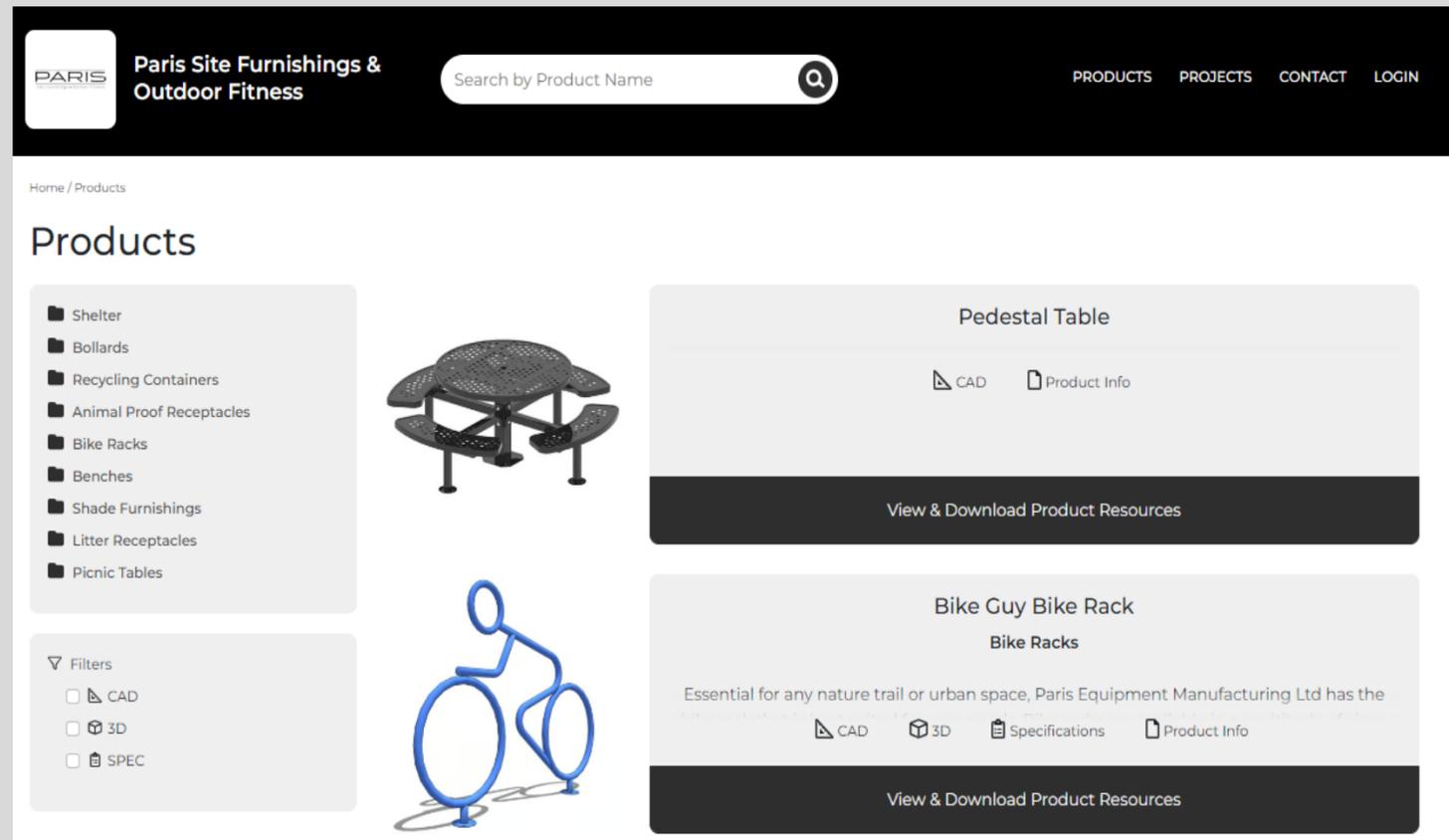
Our well-organized product libraries are designed to help AEC professionals efficiently find the products they need for their next project.

Project Showcase

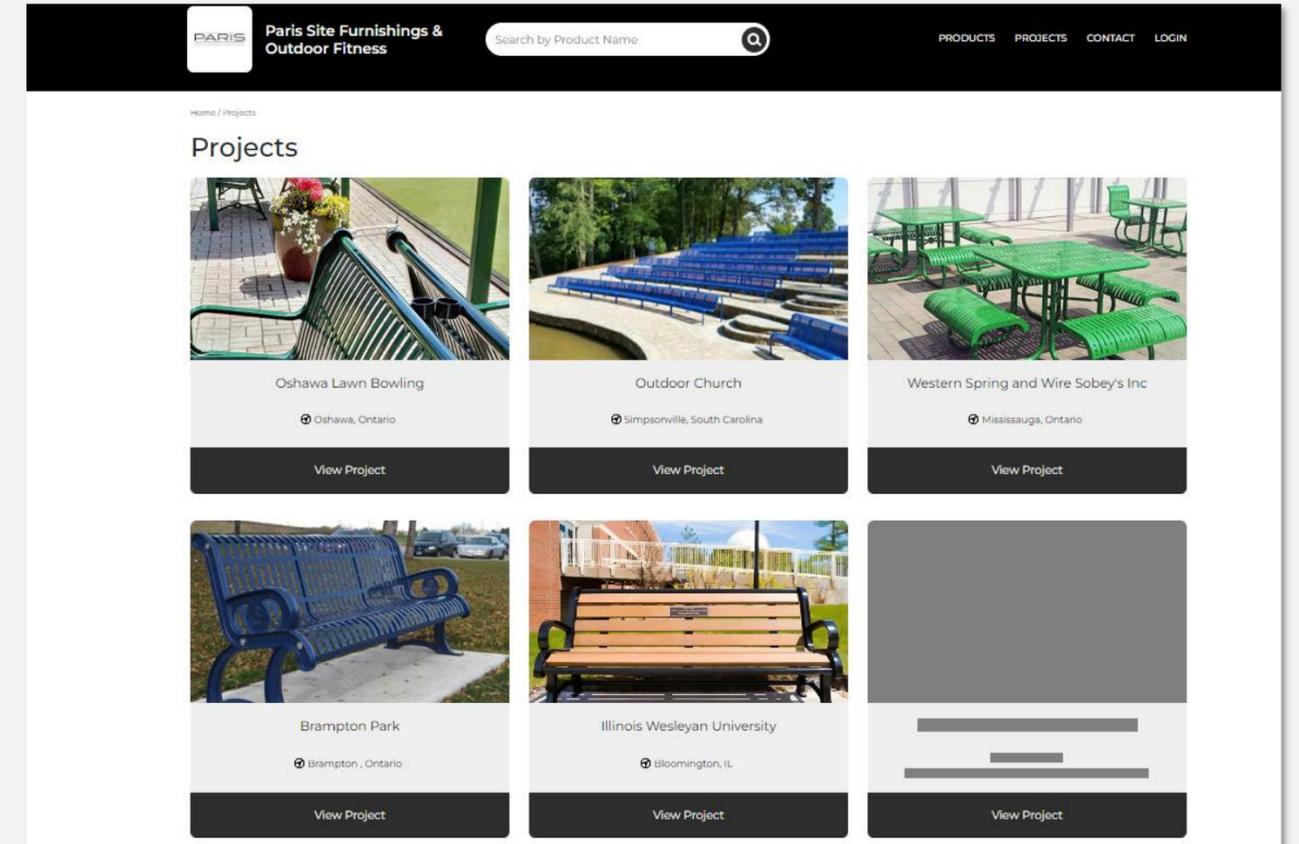
Our platform showcases your products in real-life settings, providing tangible proof of their usage. This sparks inspiration among design professionals and greatly improves the chances of your products being specified.



Improve Brand Experience



Project Showcase



Project Library

Improve Brand Experience

Increase Conversions

Provide a winning customer experience by presenting a clear and concise message without the distractions of a large website. Your Design Hub captures visitors' attention and keeps them engaged, increasing the chances of conversion.

Did you know?

A better UX design can increase conversions by up to **+400%**

80% of users are less likely to return to a website after a bad user experience

75% of consumers judge a business's credibility by the design of its website

Design Hub Form

Submit your form

michael.james@company.com

Michael

James

VP or HR

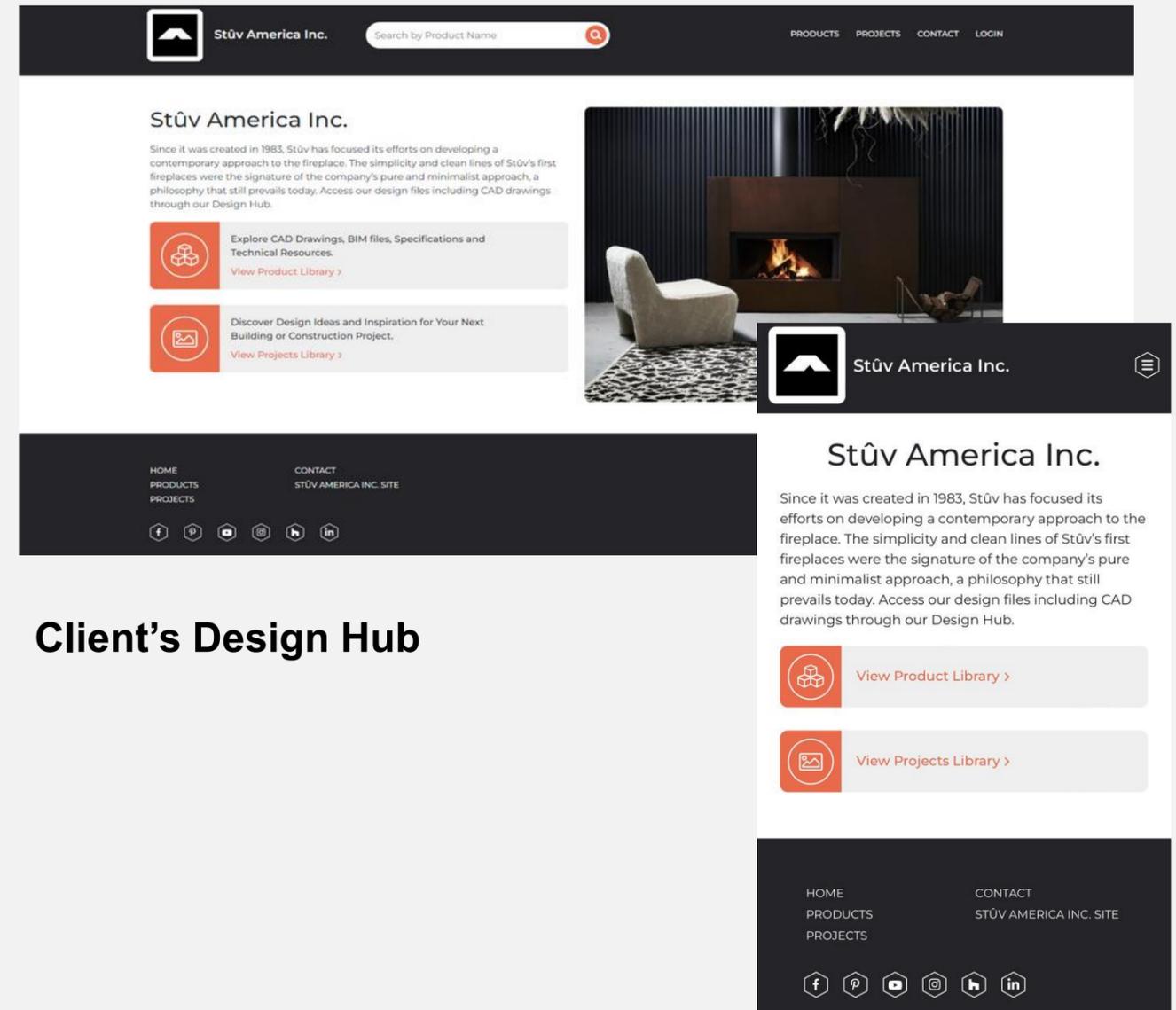
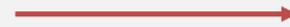
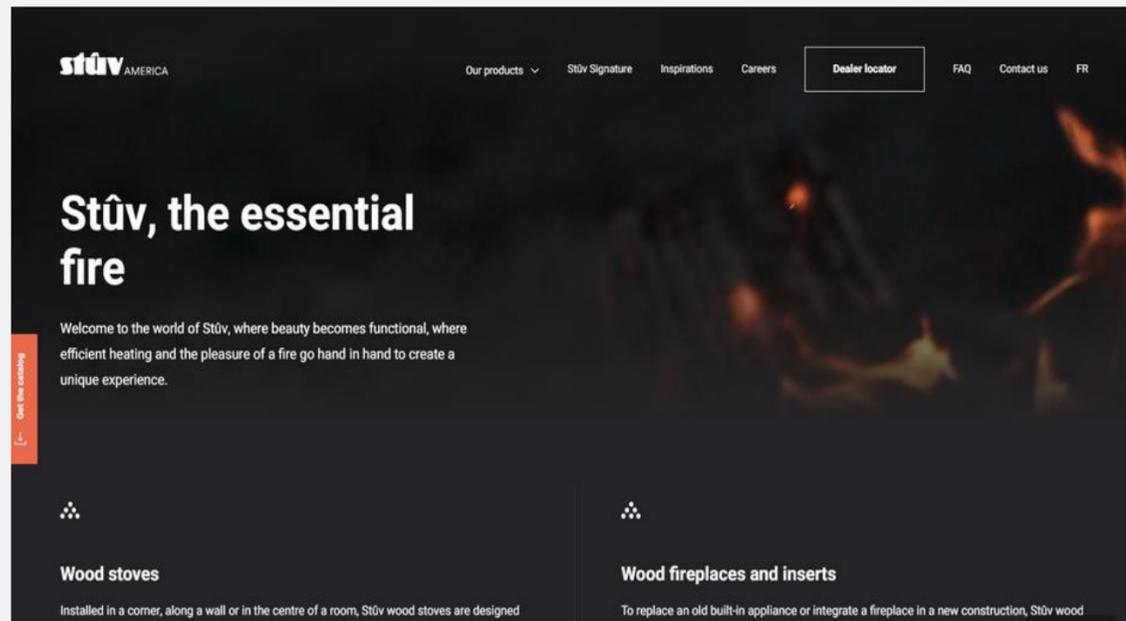
Company.com

Submit

A Cohesive Brand Experience

Design Hub is optimized for both desktop and mobile devices, allowing AEC users to browse your products wherever they choose.

Client's Website



Client's Design Hub

Unique AEC User Data

Use insights from proprietary data to refine your business and product strategies.

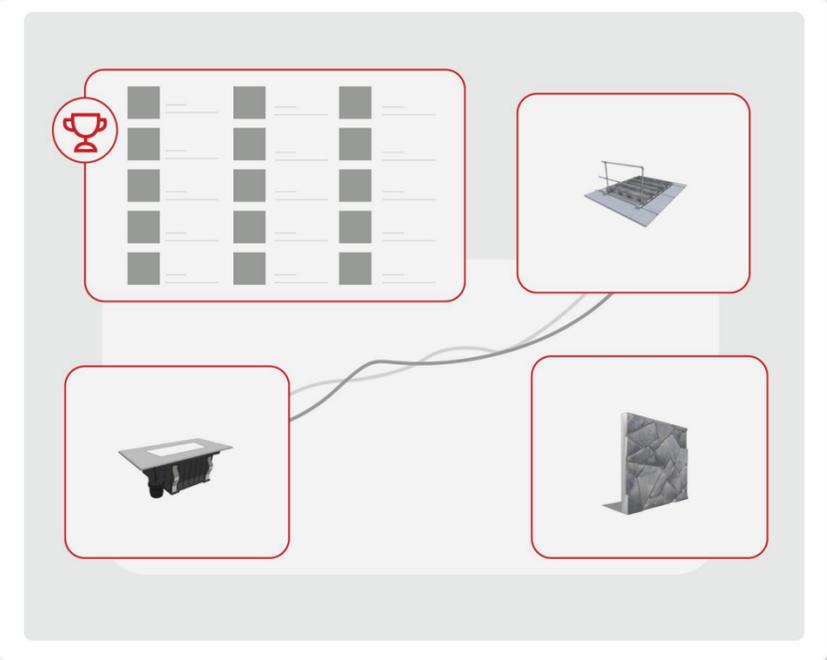


Unique AEC Data

Use insights from proprietary data to refine your business and product strategies.

Identify Interested Firms Actively Viewing Your Products

Track which users and firms view your content, along with their locations and the frequency of their visits. Have your sales and marketing team follow up promptly while the lead is hot to shorten the sales cycle.



Product Insights and Innovation

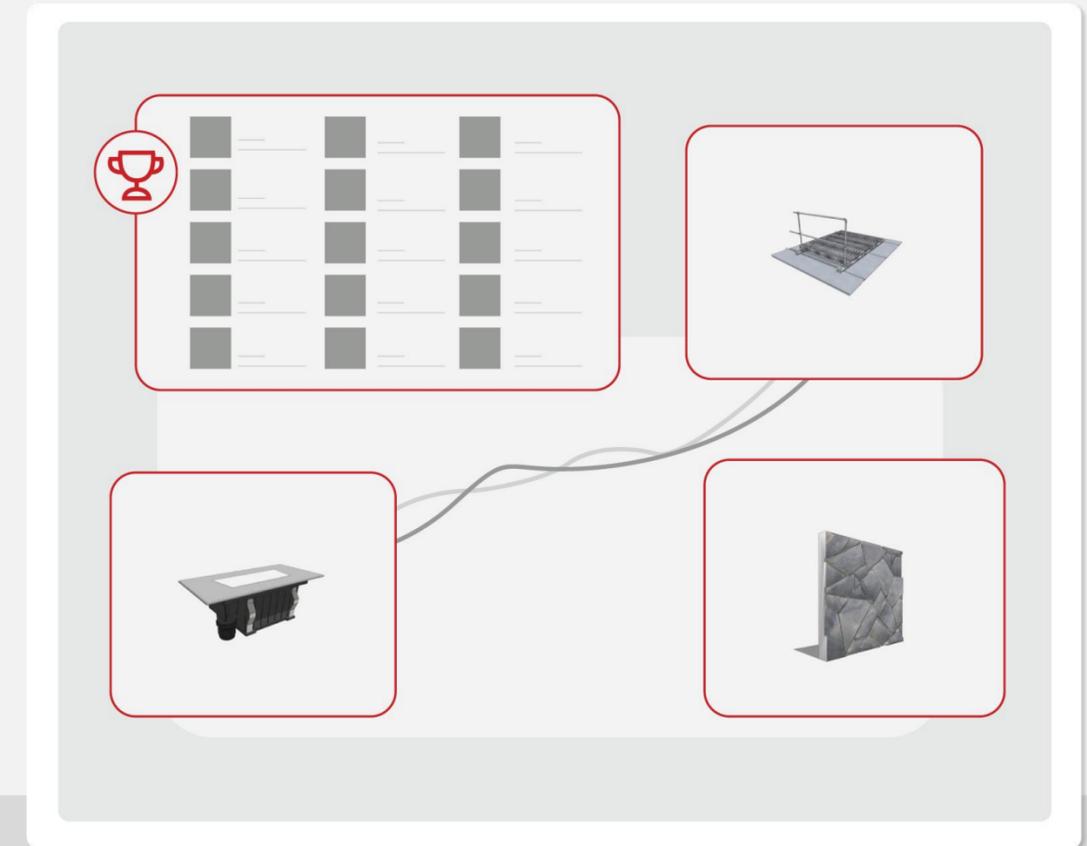
Identify trending content to guide your upcoming product initiatives and marketing campaigns. Customize your next campaigns based on your insights for more personalized outreach.

Unique AEC Data

Use insights from proprietary data to refine your business and product strategies.

Identify Cross-Sell Opportunities

You can significantly shorten your sales cycles by identifying customers who engage with new products or categories. This proactive strategy enables you to offer additional product information, leading to increased sales and enhanced customer satisfaction.



Inform Your Customer Journey, Personas, and Segments

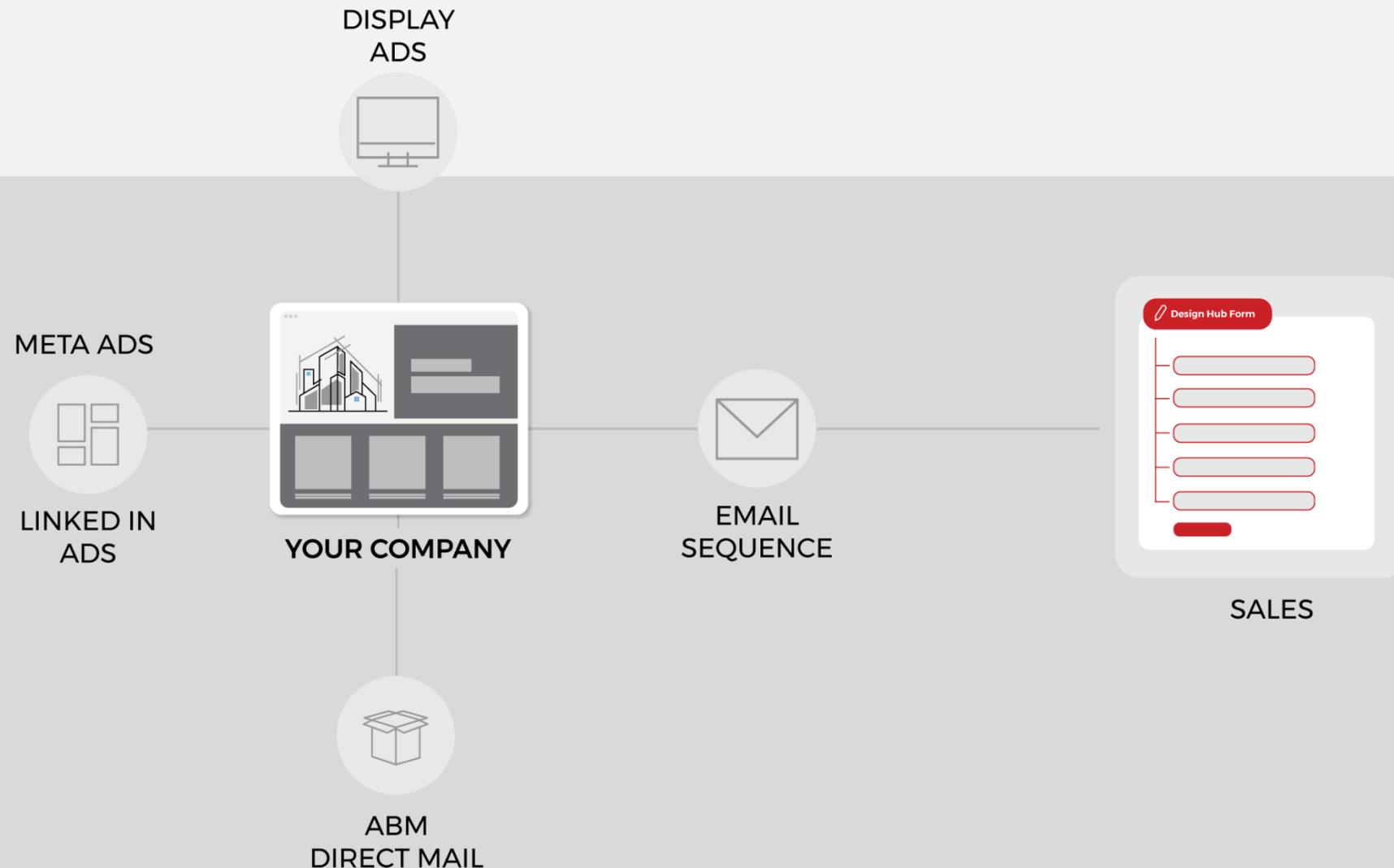
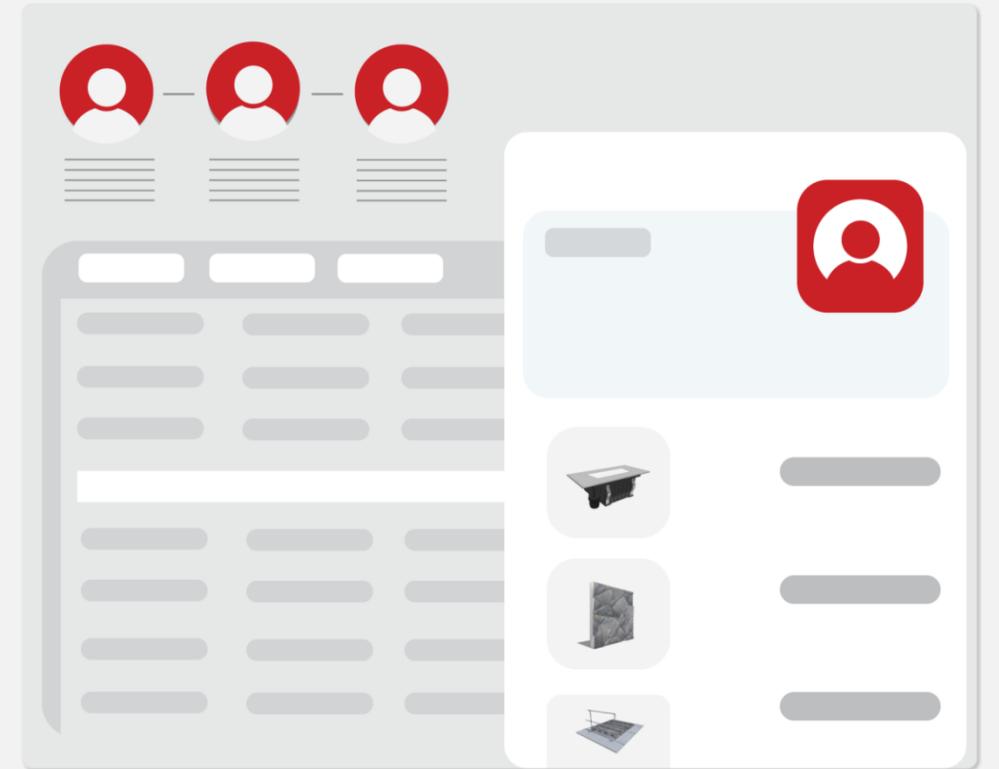
Our GA4 integration is a powerful tool that provides a detailed understanding of every customer interaction with your business. This invaluable contact-level information enables you to pinpoint the top professions and personas interacting with your content, empowering you to make informed business decisions.

Unique AEC Data

Use insights from proprietary data to refine your business and product strategies.

Enhance Your CRM

Export your Design Hub data and upload it into your CRM. This information can greatly enrich your CRM database, unlocking new opportunities for your marketing and sales strategies.



Level-Up Your ABM Activities

Account-Based Marketing (ABM) is a targeting strategy where sales and marketing teams focus on a select few high-value accounts. This approach allows your team to predict specifier behavior that may not be easily visible otherwise, better qualify potential firms at the beginning of their product discover, and nurture them throughout the purchasing process. Harness the power of personalization by using this data for targeted email and advertising campaigns via custom and lookalike audience options aimed at your in-market accounts.

Unique AEC Data

Use insights from proprietary data to refine your business and product strategies.

Insight into Potential Projects

Discover which projects your products are being specified in, helping you to better qualify potential opportunities and refine your marketing and sales follow-up strategies.



		designhub	Google Analytics 4
High-level Analytics	Page views, Time on Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Google Tag Manger Experience	No need to have Google Tag Manger experience to set up custom events to key kpis such as views, downloads, unique users	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AEC Contact Information	Email	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Firm name	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Geolocation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Profession	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Insight into products and other content users are engaging with. Detailed activity summaries and raw data	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Product Inquiries and Intent	Projects your users are working on → Project Name → Project Location	<input checked="" type="checkbox"/>	<input type="checkbox"/>

GA4 vs. Design Hub Data

While Google Analytics offers a comprehensive range of metrics for free, it's important to recognize that GA's script-level data has limitations regarding the level of detail and the accuracy of the information it provides.

With Design Hub, you can perform a detailed traffic analysis using first-party data from your branded site. This analysis reveals not only the number of contacts but also the firms viewing your products, offering invaluable insights that can significantly impact your marketing strategies and business decisions.

Guided Walkthrough of Our Analytics

The screenshot shows a CADdetails dashboard for 'Dunder Mifflin'. The top navigation bar includes the CADdetails logo, the company name 'Dunder Mifflin', and a 'CADdetails Client Portal' link. A left sidebar contains a 'Hello, User!' greeting and a menu with options: 'CADdetails ACCOUNT', 'CADdetails METRICS', 'Design Hub ANALYTICS', 'Microsite PROJECTS History', 'Notifications', and 'Admin'. A 'Home' button is at the bottom of the sidebar. The main content area features three dark grey panels: 1) 'Design Hub Analytics' with a 'Design Hub Analytics Enabled: Nov 26, 2022' status and a list of features including 'Detailed Metrics (Analytics Insights, Activity Insights, Activity)', 'Detailed User & Design Firm Information', 'Project Summary', and 'Contact Forms (All Time)'. 2) 'CADdetails Metrics' with 'Access to the most comprehensive tracking and reporting service available to building product manufacturers.' and a list of features including 'CADdetails Monthly Analytics', 'Detailed Metrics (Designers, Firms, Activity)', 'Most Active Users', and 'Top Listings and Products'. 3) 'Microsite Projects History' with 'Microsite Disabled: Dec 27, 2022' status and 'Access to the historical Industry exposure generated from the CADdetails Microsite Link on your corporate website.' and a list of features including 'CADdetails Analytics', 'Detailed Metrics (Designers, Firms, Activity)', and 'Detailed Project Information'. A large black play button is overlaid on the 'Design Hub Analytics' panel. A video player interface at the bottom left shows a circular video feed of a woman and a control bar with a red stop icon, the number '4156', and icons for back, play/pause, and trash. The CADdetails logo is in the bottom right corner.

Design Hub Analytics
Design Hub Analytics Enabled: **Nov 26, 2022**
Access your Design Hub analytics dashboard to generate insights on activity on your corporate website.

- Detailed Metrics (Analytics Insights, Activity Insights, Activity)
- Detailed User & Design Firm Information
- Project Summary
- Contact Forms (All Time)

[View Analytics](#)

CADdetails Metrics
Access to the most comprehensive tracking and reporting service available to building product manufacturers.

- CADdetails Monthly Analytics
- Detailed Metrics (Designers, Firms, Activity)
- Most Active Users
- Top Listings and Products

[View Metrics](#)

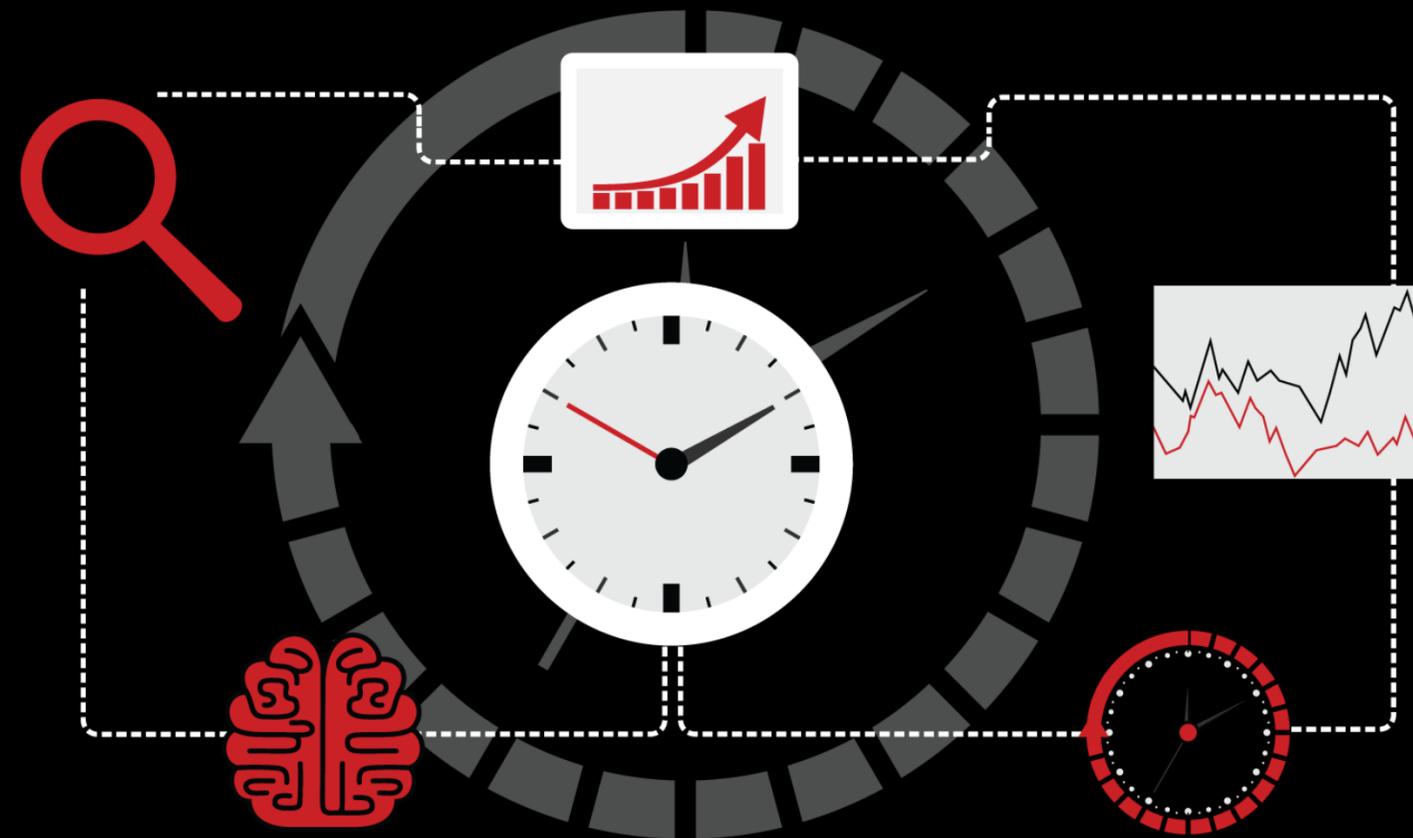
Microsite Projects History
Microsite Disabled: **Dec 27, 2022**
Access to the historical Industry exposure generated from the **CADdetails Microsite Link** on your corporate website.

- CADdetails Analytics
- Detailed Metrics (Designers, Firms, Activity)
- Detailed Project Information

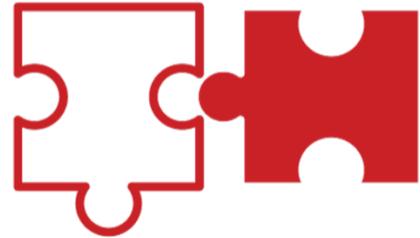
[View Projects History](#)

Save Time & Resources

Save time on site updates and development by letting our team manage your technical products and content for you.



Save Cost & Resources



Extension of Your Team

Our team is your collaborative partner dedicated to understanding and addressing your unique needs. With a fully North American-based team, we offer the advantage of local presence, ensuring quick turnaround times and clear communication.

Turnkey Solution

With a product site ready for AEC use, you can hit the ground running and accelerate your time to market. No development, creative, or internal resources are needed.



Save Cost & Resources

No Google Tag Manager Experience Needed

Gain insights into your Design Hub metrics without needing technical knowledge of Google Tag Manager.

Save Costs

By opting for our turnkey solution, you can significantly cut expenses. There's no need to invest in costly agencies or contractors to build, maintain, and manage tools like Google Tag Manager, your product content, or your website. This cost-saving approach can have a substantial impact on your bottom line.



Missed Insights



IT Costs



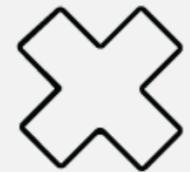
Technical Staff Costs



Marketing Staff Costs



Internal Staff's Time



Opportunity cost of missing out on high ticket AEC sales

Promotion Strategies

[Download your Design Hub Logos](#)

Further boost the effectiveness of Design Hub with simple promotion tactics.



On Your Website:

- Main Website Menu
- Website Footer
- Resources
- Product page



Ad Campaigns:

Run AEC focused ads that lead to your Design Hub.



Social Media:

Run AEC focused social campaigns, like contests or hashtag initiatives, to increase awareness of featured projects, products, or new releases.



Employees:

Incorporate Design Hub into employee signatures to drive traffic to it during customer communications.

Design Hub vs. Microsite

[Check out the comparison here!](#)

		DESIGN HUB	MICROSITE
	Brand Personalization Stand out from the competition with a professional and branded presence.	●	◐
	User Experience Make it easy for design professionals to find your products and design files.	●	◐
	Content Organization Provide essential content organization tools for design professionals to find your product design files.	●	◐
	Products in Projects Increase your chances of being specified by showing real-life applications of your products.	●	◐
	Fully Managed Portal Save time and resources with a full managed portal service.	●	●
	Analytics Gain valuable insights into your audience and performance with a complete analytics suite.	●	◐
	Brand Exposure Expand your brand exposure and reach design professionals with high intent to use your products.	●	◐
	Integration with GA4 Connect a Google Analytics 4 account to track user behavior and improve the user experience.	●	◐

Onboarding & Support

The setup process for the Design Hub is effortless, enabling your team to easily integrate it into your website and start benefiting from its features right away. Our dedicated client success team offers continuous, personalized support throughout your entire experience.

Step 1

Branding

- Provide Brand Guidelines or Collateral Reflective of your Branding
- Customized Images
- Detailed Company Description
- Logo

Step 2

Product Files

- Product Images
- Detailed Design Documents (DWG/REVIT/SKP and more)
- Supporting Product Information (Brochures, 3-Part Specifications, Color Sheets, Data sheets and more!)

Step 3

Project Information

- Detailed Project Description Including Architect/Contractor Information, Location, Year and Estimated Costs
- Project Images
- Supporting Documents

Step 4

Receive Continuous Support

On-going support for assistance with organization, troubleshooting, updating and maintaining your files

If you are already an existing CADdetails client, we will migrate your files over for you!



Why Customers Love Design Hub



“The Design Hub design is modern and clean.”

Tammie Stimpfel, Marketing Coordinator Blue Thumb

“Very nice – very intuitive and easy to navigate!

Lori Statler, Inside Sales Manager, Heat & Glo

“Everything looks great and is intuitive from a user-experience standpoint!”

Lisa Annis, Marketing Cre8Play

“Love the look of Design Hub, excited for the analytics dashboard and all new capabilities!”

Missy Ramberg, Marketing Director, Acuraft