CAD**details** Analytics

Frequently Asked Questions

CADdetails

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Welcome to the collection of FAQs. We will continue to add content to this document over time ensuring that BPMs can reference this document for the most current information for answers to CADdetails Analytics questions.

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FAQs

Q: WHY DID THE DATA CHANGE BETWEEN CADDETAILS ANALYTICS AND LEGACY CADDETAILS METRICS?

A: Our team is always working to enhance our site and products, which is why you may have noticed significant design changes over time. As we continue to improve our platform, the methods used for tracking and modeling data have evolved, making the legacy metrics outdated. These changes to our site affect user behavior, and the new analytics are better equipped to capture this activity. Unfortunately, some of this behavior is either miscategorized or completely missed by the old data models. This is a major reason why we're modernizing our analytics offering—to increase its value and relevance.

Q: WHY ARE USER EMAILS NOT INCLUDED IN CADDETAILS ANALYTICS?

A: Due to the changing nature of privacy laws, we want to ensure that we're maintaining the trust of our AEC users while empowering Building Product Manufacturers (BPMs) to better understand the audience engaging with their content (or related content). We provide essential firmographic data and valuable user metadata to help BPMs refine their marketing strategies. Additionally, by leveraging intent-based design firm recommendations, we assist BPMs in prospecting and nurturing existing customer relationships, all while safeguarding users' personally identifiable information (PII) unless they have explicitly consented to be contacted.

Q: HOW CAN BPMS LEVERAGE CADDETAILS ANALYTICS?

A: Building Product Manufacturers (BPMs) can leverage the CADdetails analytics data in several impactful ways. Below are some potential use cases, along with specific departments and online tools that could benefit from your data:

1. **Sales and Business Development**
   - **Use Case**: Prioritize outreach to design firms with high intent scores, indicating they are more likely to convert (download or click content). Firms with sustained or increasing engagement offer strong potential for prospecting initiatives. Recognize firms on the leaderboard to confirm ROI and nurture relationships with existing clients.
   - **Tools**: **Sales Prospecting Initiatives & CRM systems.** Leverage CRMs such as Salesforce or HubSpot to track these firms, segment prospects, and set alerts for changes in intent scores, particularly for those new to the leaderboard.
     - Many industry-leading CRM systems are designed to handle firm-level data, allowing you to manage accounts and leads based on firm-wide metrics like intent score and engagement trends. Most CRMs are also capable of associating multiple users with a single firm account, making it easy to toggle between firm and individual user views.
     - **Best Practice**: Use firm-level scoring (such as intent scores) as account-level metrics
   - **Benefits**: Targeting firms that are actively engaging with specific product categories can streamline efforts, resulting in higher conversion rates, more efficient lead/account nurturing, and reducing churn for repeat customers.

2. **Marketing and Advertising**
   - **Use Case**: Tailor marketing campaigns based on industry engagement data, geographic insights, and top-performing content categories. The Performance Metrics dashboard highlights which content resonates most, helping refine messaging and ad placements.
   - **Tools**: **Ad Platforms** (e.g., Google Ads, LinkedIn, Facebook Ads) for retargeting high-engagement firms.
     - Some Ad platforms such as LinkedIn support targeting based on firmographics and allow you to create firm-level campaigns or custom audiences to target individuals at specific companies or industries. LinkedIn's Account-Based Marketing (ABM) features can help narrow down campaigns to specific firms and target specific users.
   - **Benefits**: Focused marketing efforts on the most engaged firms, industries, or locations maximizes ROI on ad spend. The data helps optimize ad campaigns for content types that resonate most, such as CAD, BIM, or 3D files.

3. **Product Development and Content Strategy**
   - **Use Case**: The data on top content categories and high-performing files helps inform product teams about the resources most valued by design firms. They can then prioritize developing similar content types or formats.

- o **Tools**: **Content Management Systems (CMS)** for adjusting content production in line with demand. This also integrates well with **Digital Asset Management (DAM)** tools such as Prodify.
- o **Benefits**: Producing content that aligns with the interests of key audiences enhances BPMs' value and relevance in the marketplace, increasing the likelihood of repeated engagement and brand loyalty by AEC professionals.

4. **Customer Success and Account Management**
   - o **Use Case**: Use firm-based metrics to track overall account health and flag high-potential accounts based on recent engagement trends.
   - o **Tools**: **Customer Success Platforms** (e.g., Gainsight) to monitor client account health and share performance insights. Customer success platforms are designed with a firm-level focus, tracking engagement, account health, and renewal indicators across firms rather than individuals. They're highly suitable for monitoring firm-level metrics like intent scores or engagement with product categories and content types.
   - o **Benefits**: Strengthens relationships by providing BPMs with actionable intelligence on firm engagement and areas for growth. It also empowers account managers to proactively address declines or capitalize on new opportunities.

5. **Strategy and Market Research**
   - o **Use Case**: Insights into firmographics and changes in trends from the Design Firm Leaderboard and Performance Summary helps BPMs identify geographic, profession, seasonal, and/or industry-based gaps and expansion opportunities.
   - o **Tools**: **Market Research Platforms** (e.g., ZoomInfo, LinkedIn Sales Navigator) to explore firm backgrounds and relevant company networks. Import Leaderboard data into these tools to expand your knowledge based and enhance prospecting potential.
   - o **Benefits**: Strategic insights on firm distribution by state/province, industry, and intent score allow BPMs to identify new markets or adjust their positioning in existing ones. Additionally, you can gain insight into branch collaboration and regional distribution of firm resources. Understanding engagement trends can identify strategic timelines for product launches and investments in advertising.

6. **Data-Driven Decision-Making and Reporting**
   - o **Use Case**: Data exports provide a foundation for in-depth analysis, enabling BPMs to track and visualize trends over time or share metrics with stakeholders.
   - o **Benefits**: Consistent data-driven updates on performance can inform executive decisions on investment areas, resource allocation, and long-term strategy.

Q: How is data cleaned? What data hygiene methods are used by CADdetails?

A: We employ a range of methods to ensure that our reporting reflects the most relevant and accurate information.

Bot Mitigation: All event traffic is carefully analyzed for bot activity, with automated traffic filtered out based on typical browser metadata including specific browser agents, compliance with the robots.txt protocol, blacklists, verified bot IP ranges, and specific activity patterns. Activity evaluation involves ongoing IP monitoring and the testing of factors such as bounce rate, continuous activity, repetition, session metrics, event volumes, and event variety over time.

These bot mitigation strategies are regularly evaluated and updated; however, malicious bot attacks are an evolving problem. We aim to stay ahead of that technology to ensure we always deliver the highest quality data. This is an ongoing process, and as we gather more information, historical performance metrics may be adjusted if they were influenced by an IP later identified as malicious. However, most bots are detected and blocked before they can impact client reporting.

Internal Traffic: All internal traffic, including CADdetails and client activity, is filtered out of all reporting. In certain cases, personal email addresses that are registered on CADdetails or Design Hub with no affiliation with CADdetails or the client company may slip through. In this scenario, please request the specific email(s) to be added to our block list.

Leaderboard Target Audience Filters: The leaderboard is designed to showcase the AEC target audience most relevant to BPMs. This audience is specifically refined to include only AEC firms based in the USA or Canada. Additionally, student traffic and private projects are excluded, as the leaderboard is focused on a B2B use case.

Performance Summary: The Performance Summary reflects global engagement with client content, with only bot and internal traffic carefully excluded. This data is crucial for offering a comprehensive overview of the exposure and engagement a client receives on CADdetails.com, as a significant portion of engagement takes place before a user registers or logs on to the site.

Q: How does the Leaderboard work? What is "Intent" & how is it calculated?

A: The top 250 recommended Design Firms are ranked by **intent score**. Intent score is calculated through a proprietary algorithm based on quality, volume, and recency of engagement with your products and related product categories.

Intent scores help identify firms most likely to convert (click or download your content).

- o *Quality* - Conversion events (on the leaderboard, this includes clicks and downloads) are aggregated by user when they either click on or download your content and/or content in related product categories. This engagement is then aggregated across all relevant listings and projects and scored for each BPM. The scores for each BPM are dependent on the volume, specificity, and relevancy of each product category for that BPM.
    - Downloads demonstrate higher "intent" than clicks.
    - Direct engagement with your content is also higher "intent" than engagement with competitor products alone, but both are important.
    - The competitor content that matches your product categories increases in relevance with its specificity.
- o *Volume* - The number of conversion events performed by users. Intent increases with volume of activity.
- o *Recency* - How recently the user engaged. Over time, if users don't return, their intent will decrease each week.

A: Please refer to the content in this blog for more information about intent and how it is helpful to BPMs.