CASE STUDY

How Autodesk Used Insika AI to Improve Marketing Intelligence and Campaign Visibility Across India

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About Autodesk



Founded in 1982, Autodesk is a global leader in design, engineering, and entertainment software. The company is best known for AutoCAD, one of the world's most widely adopted computer-aided design (CAD) platforms, alongside a broader portfolio spanning architecture, construction, manufacturing, and 3D design technologies.

In India, Autodesk has established a strong market presence as demand for cloud-based design tools, 3D modeling platforms, and digital engineering solutions continues to accelerate across manufacturing, construction, and automotive industries.

Driven by initiatives such as "Make in India" and increasing digital transformation across industrial sectors, India has become a strategically important growth market for advanced engineering and design software providers.

The Challenge

As India's CAD software market expanded rapidly, Autodesk faced the challenge of scaling adoption across a highly diverse and price-sensitive market while maintaining visibility into marketing performance and campaign effectiveness.

The company needed to answer several critical questions:

- Which campaigns and channels were driving the strongest ROI?
- How effectively were regional campaigns contributing to pipeline growth?
- Where were conversion bottlenecks limiting performance?
- How could marketing teams access insights faster without relying on manual reporting workflows?
- Were gaps in campaign performance caused by underperformance, or by missing data infrastructure?

Like many enterprise organizations operating across multiple regions and channels, Autodesk's marketing data existed across fragmented systems and reporting environments. Extracting actionable insights often required manually consolidating data from multiple analytics platforms, slowing down optimization and limiting real-time visibility for decision-makers.

For leadership teams managing large-scale regional marketing investments, improving speed-to-insight became increasingly important.

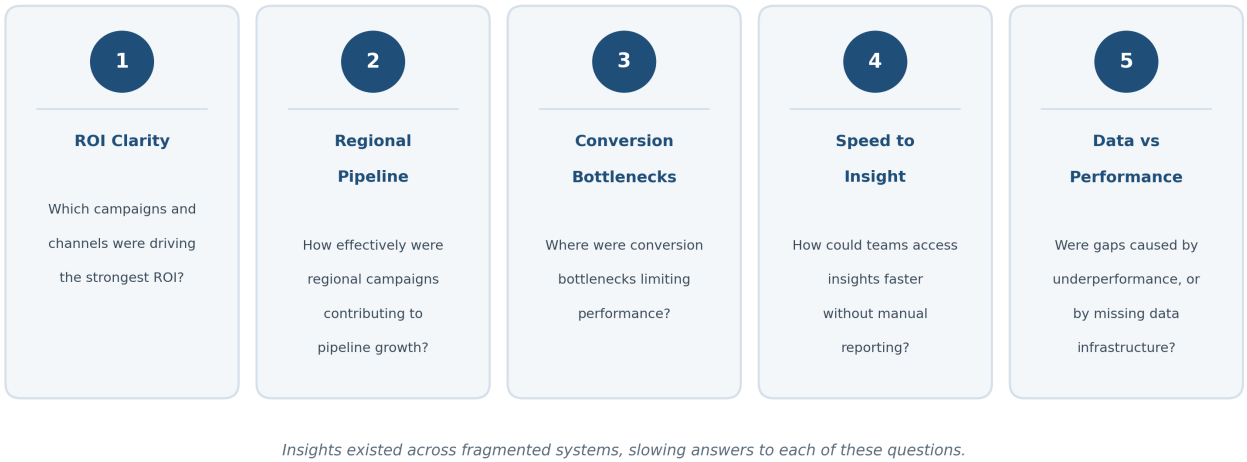
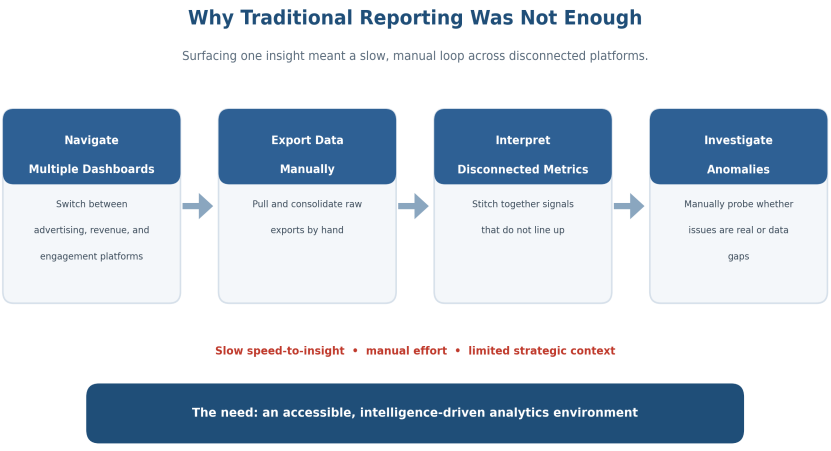


Figure 1. Before Insika AI: campaign performance, ROI, and engagement insights lived in disconnected systems.

Why Traditional Reporting Was Not Enough

Traditional campaign reporting tools often required marketing teams to navigate multiple dashboards, export data manually, and interpret disconnected metrics across advertising, revenue, and engagement platforms.



While these systems provided raw performance data, they often lacked the ability to quickly surface strategic insights or explain anomalies in campaign performance.

Additionally, identifying whether weak campaign visibility stemmed from actual performance issues or underlying data infrastructure gaps required time-consuming manual investigation.

As Autodesk expanded marketing initiatives across India, the need for a more accessible and intelligence-driven analytics environment became increasingly important for improving operational efficiency and accelerating decision-making.

Insika AI's Approach

Autodesk leveraged Insika™ AI's Ask-Me-Anything (AMA) intelligence capabilities to simplify campaign analysis and improve access to marketing performance insights.

Using natural-language queries, Autodesk's marketing team could instantly retrieve structured campaign intelligence without manually compiling reports from multiple systems.

For example, when users asked: "What's the ROI for my DEC e-commerce campaigns last month?" Insika AI automatically surfaced a detailed performance summary comparing campaign efficiency against historical and internal benchmarks, allowing leadership to quickly determine whether campaigns were outperforming expectations and contributing positively to growth objectives.

Instead of requiring manual analysis across multiple reporting systems, the platform provided a centralized intelligence layer that translated campaign data into executive-ready insights in seconds.

Beyond performance reporting, Insika AI also helped Autodesk diagnose operational and data quality issues when campaign visibility gaps appeared across regional initiatives.

When campaign data was unavailable, the platform transparently identified potential causes and recommended next steps, including verifying campaign launch status, confirming revenue and spend tracking implementation, validating regional metadata synchronization, and reviewing analytics integration completeness. This transformed Insika AI from a reporting tool into a more intelligent operational assistant capable of improving both campaign visibility and analytics infrastructure quality.

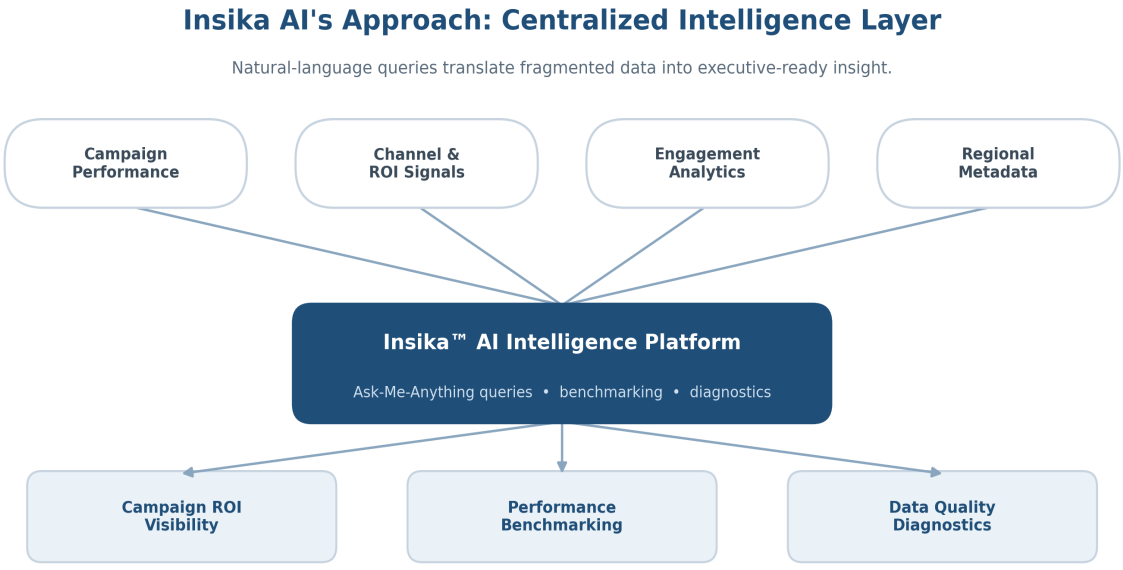


Figure 2. With Insika AI: campaign, channel, engagement, and regional signals feed one connected intelligence layer.

Key Insights Uncovered

Using Insika AI's conversational intelligence interface, Autodesk uncovered several important opportunities to improve campaign performance and marketing visibility.

Analysis of Revit campaigns in India revealed that while engagement metrics significantly outperformed typical enterprise software benchmarks for click-through rates and user interaction, downstream conversion activity remained comparatively low.

This insight helped the team identify potential funnel inefficiencies and opportunities to improve:

- Landing-page optimization
- Conversion workflows
- Buyer journey alignment
- Mid-funnel nurturing experiences
- Campaign-to-conversion continuity

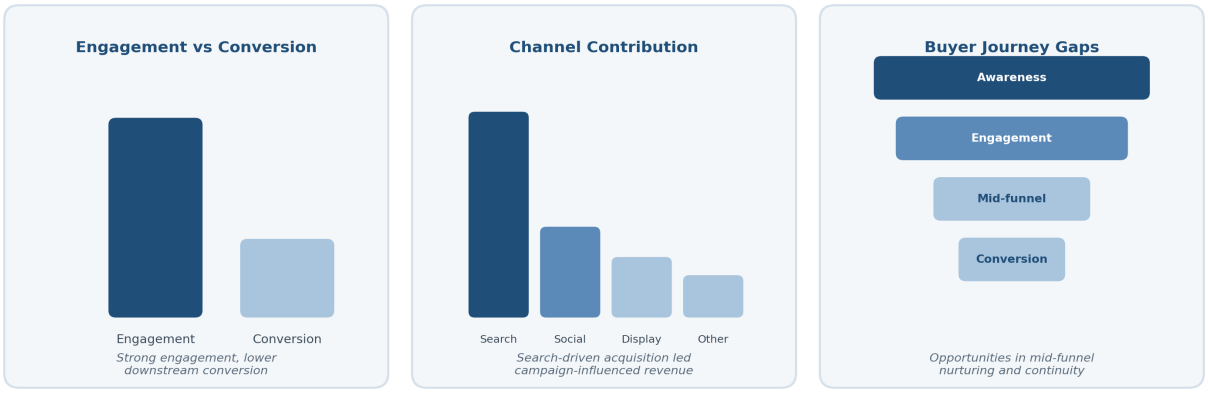
The analysis also revealed that search-driven acquisition channels were disproportionately responsible for driving campaign-influenced revenue, highlighting opportunities to prioritize higher-performing intent-based media investments.

Additionally, Insika AI helped distinguish between actual campaign underperformance and missing analytics infrastructure, reducing ambiguity in performance evaluation and improving leadership confidence in reporting accuracy.

By combining campaign performance analysis with contextual recommendations, Insika AI enabled Autodesk's team to move beyond surface-level reporting and identify actionable optimization opportunities more quickly.

Turning Connected Signals into Insight

Conceptual illustrations of the patterns the platform helped surface.



Conceptual visuals for explanatory purposes only. No client data or metrics are represented.

Figure 3. Illustrative examples of the patterns the platform helped surface.

Business Impact

Using Insika AI's intelligence platform, Autodesk improved how marketing teams accessed, analyzed, and operationalized campaign intelligence across India.

Key outcomes included:

- Faster access to campaign ROI and performance visibility
- Reduced reliance on manual reporting workflows
- Improved visibility into regional campaign effectiveness
- Earlier identification of funnel and conversion inefficiencies
- Enhanced confidence in campaign performance analysis
- Better detection of incomplete or missing analytics infrastructure
- More efficient marketing decision-making across regional teams, with stronger ability to benchmark campaign performance against internal expectations

By consolidating fragmented marketing data into a conversational intelligence experience, Insika AI helped Autodesk improve operational efficiency while enabling more proactive campaign optimization across a rapidly growing market.

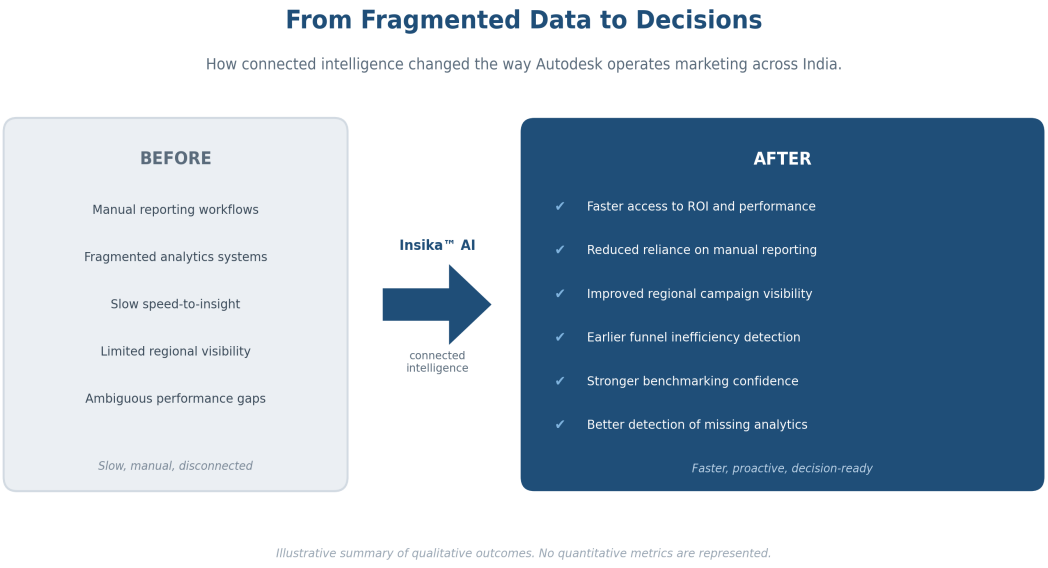


Figure 4. How connected intelligence reshaped Autodesk's marketing decisions across India.

Strategic Takeaway



As enterprise marketing ecosystems become increasingly complex, organizations need more than dashboards and static reporting tools. Marketing leaders require fast, accessible intelligence that connects performance data, operational visibility, and optimization guidance in real time.

By leveraging Insika™ AI's conversational analytics platform, Autodesk transformed how marketing teams interacted with campaign data, enabling faster insight generation, improved operational clarity, and more informed decision-making across regional growth initiatives in India.

For CMOs and growth leaders managing large-scale digital ecosystems, conversational intelligence platforms are becoming an important advantage in improving marketing agility, operational efficiency, and campaign performance visibility while preserving the confidentiality of sensitive business metrics.

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