

HOW BENTLEY SYSTEMS DOUBLED PIPELINE WITH ON24



ABOUT BENTLEY

Name: Bentley Systems

Employees: 4,000

Industry: Software development company for manufacturers

Bentley Systems provides innovative software to advance the world's infrastructure — sustaining both the global economy and environment. Their industry-leading software solutions are used by professionals and organizations of every size for the design, construction, and operations of roads and bridges, rail and transit, water and wastewater, public works and utilities, buildings and campuses, and industrial facilities.



221%

Increase in unique event attendees



38%

Increase in on-demand attendance



126%

Increase in number of unique accounts engaged



2X

Pipeline

PROBLEM

When digital transformation eclipsed the world as we know it, a lot of marketers scrambled to meet revenue targets. Buying behavior went wayward and digital touchpoints began to take center stage.

But instead of just pivoting to a temporary digital-event model and hoping for a full recovery to “normalcy”, the team at Bentley Systems decided it was time to build a marketing framework that could deliver predictable, repeatable results no matter what the future had in store.

Executing on this vision would require a platform that could help them interact with audiences in entirely new ways and create different kinds of experiences to achieve different goals. One their stakeholders could immediately get behind, that could onboard quickly and integrate seamlessly with the rest of their tech stack.

And they needed to move fast.

SOLUTION

To accomplish this, they turned to the ON24 Platform.

“ON24 is a very versatile tool,” said Antony Riand, Senior Global Marketing Manager at Bentley Systems. “There is so much you can do with it.”

Riand and his team took full advantage of ON24’s capabilities and used it to deliver all kinds of experiences including third party and thought-leadership events, roundtables, virtual conferences and an evergreen webinar series to train internal teams on how to operate the platform.

As they built out their programs, the team also made sure to create event and webinar templates in 12 different languages to ensure scalability going forward. “This (the ability to templatize experiences) was very important at the beginning because everything was new,” said Riand.



Extending the life of our content became possible thanks to ON24”

ANTONY RIAND
SENIOR GLOBAL MARKETING
MANAGER AT BENTLEY SYSTEMS

They leveraged ON24 Webcast Elite’s 20+ engagement tools — including polls, Q&A, live chat and more — to create two-way, interactive experiences that would drive engagement and generate valuable insights into the unique needs and preferences of every attendee. Leads could now be segmented into more than just MQLs or SQLs.

By integrating ON24 with the rest of their existing solutions (SAP Cloud Solutions), they eliminated the need to manually transfer first-party data from one app to another and empowered sales teams to access detailed analytics reports and ON24 Engagement Profiles to help them follow up more effectively.

These reports also made it easier for the team to spot gaps and opportunities in their content and marketing program strategies at both the individual and account level. “If something isn’t working, we can take action and update the program or campaign and retarget audiences based on actual first-party data.”

To keep leads coming in year-round, the team built “an extensive library of on-demand experiences,” and used the tagging functionality to enable visitors to quickly and easily filter for content based on industry, product line, brand, language, country and date posted.



ON24 is such a versatile tool, there is so much you can do with it.”

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SENIOR GLOBAL MARKETING
MANAGER AT BENTLEY SYSTEMS



“With ON24, users attending an on-demand webinar can still engage with the experience the same way they could had they attended it live,” said Riand. “Extending the life of our content became possible thanks to ON24.”

But that’s not all. The team also set up a multi-registration process, allowing audiences to sign up for more than one webinar at a time. And, to keep audiences on continuous content journeys with their brand, the team used ON24’s integrations to enable attendees to save content searches and subscribe to receive updates whenever new and relevant content became available in the hub.

“It’s working, and it’s perfect,” said Riand.

RESULTS

With ON24, the team at Bentley ran multiple webinar programs across the globe in 12 languages, featured over 800 speakers and increased their unique attendee count by 221%.

Because of their multi-registration and subscription model, they have seen a significant increase in registration and repeat visitors. By offering on-demand versions of webinars and events, the team increased their total attendance count by 38%.

The ability to track buyer behaviour and intent signals made it easier to find their best leads and open more effective sales conversations. Because of this, they saw a 126% increase in the number of unique accounts engaged, and ultimately doubled pipeline.