

See how ACME Co. financed its BIM Catalogue [100% BIM Catalogue Financing]

Manufacturers in BIM

ACME Co. is a market consolidated construction industry product manufacturer. The company has heard about BIM for a few years now, but the more it hears about BIM, the more complicated it is to fully understand and where to begin. ACME Co. wants to develop its catalogue in BIM, but is not quite sure if now is the right time. ACME Co. knows that BIM implementation is already becoming a standard practice and that it will have to get involved sooner or later.

The main questions that ACME Co. has are:

- How much of my product catalogue should I develop in BIM?
- How much should I invest?
- How do I achieve positive ROI?
- Who can help me guarantee a positive ROI?

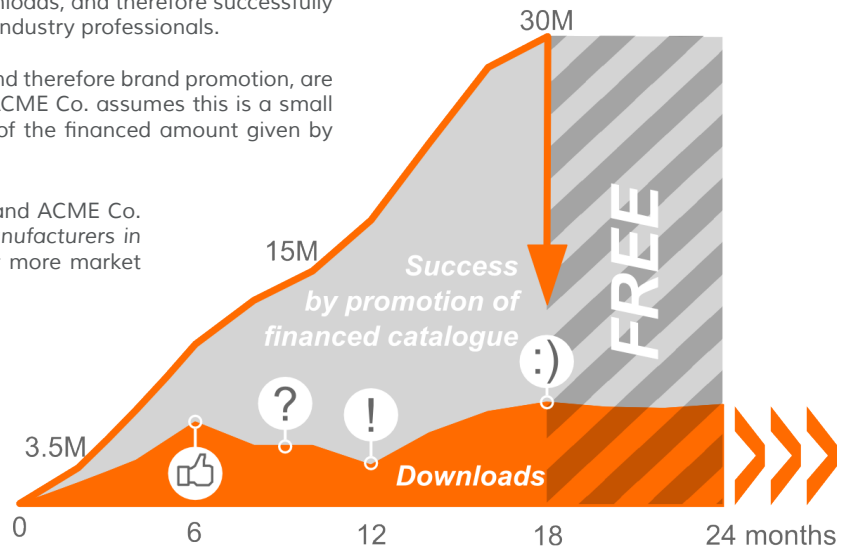


Luckily, ACME Co. has heard about *Manufacturers in BIM* and decide to get in contact with them since they specialize in helping product manufacturers get BIM-ready.

Manufacturers in BIM knows about ACME Co's situation and decides to reach out and facilitate the jump into BIM, while also assuring that it won't be alone in the process and thus ensuring success.

After a series of talks, ACME Co. and *Manufacturers in BIM* jointly embark on the path to full BIM adoption.

- During the first 6 months, having developed and published its BIM catalogue in Bimetrica.com, ACME Co. notices an increase in daily downloads, and therefore successfully promoting its brand to local and foreign construction industry professionals.
- After 9 months, ACME Co. notices that downloads, and therefore brand promotion, are no longer increasing; in fact, they are decreasing. ACME Co. assumes this is a small slump. Up till now ACME Co. has monetized half of the financed amount given by *Manufacturers in BIM*.
- After a year, file downloads are at an all-time low, and ACME Co. decides to take action. ACME Co. together with *Manufacturers in BIM* launch a new promotional campaign to gather more market interest.
- After a year and a half, thanks to the promotional campaign, ACME Co. has topped the number of downloads it received 12 months before, and also has managed to cover all of the financed amount. From now on, ACME Co. has all the generated traffic, downloads, and available analytics on Bimetrica.com for free; and can continue to promote its brands and products to the industry's BIM professionals.



Do you think the ACME Co. case could also be yours?

Fabricantes BIM can help!

Contact us by phone at +34 932 26 73 22 or by email to financing@bimetrica.info or info@bimetrica.com / www.fabricantesbim.com

