



CASE STUDY

Precision **AEC Tech Targeting** (U.S.)

How Tech-Install Intelligence Enabled Sharper ICP Definition, Personalized Outreach, and More Effective ABM Execution in the AEC Market.

Industry: Architecture, Engineering & Construction (AEC - U.S. Market)

5+

Complementary Technologies Layered into the Intelligence List

100%

Accounts Verified for Active AutoCAD Architectural Usage

✓ Sharper ICP

Personalized Messaging · More Efficient ABM



Client Overview

Who We Worked With

A technology-focused organization aiming to enhance its outreach within the Architecture, Engineering, and Construction (AEC) market, specifically targeting firms already using AutoCAD Architectural. The goal was to move beyond broad, industry-wide targeting to engage firms that demonstrated proven digital adoption.

Objective

Move beyond broad industry-wide targeting to engage AEC firms with proven digital adoption, specifically those actively running AutoCAD Architectural

Approach

Tech-install intelligence list built and enriched with verified AutoCAD usage data and complementary technology signals across the AEC digital stack

The Challenge

Three Core Problems Blocking Effective Outreach

The client faced a common problem, a broader targeting with little insight into the actual technology usage of potential customers. They needed a more precise approach to engage AEC firms already using AutoCAD and adopting complementary digital solutions.

Broad, Unfocused Targeting

Industry-wide lists offered volume but not relevance, reaching firms with no connection to the client's technology offering and generating low-quality engagement as a result.

No Visibility into Tech Usage

Without insight into which firms were actively running AutoCAD Architectural, the client had no way to distinguish digitally mature prospects from those unlikely to adopt complementary solutions.

Unvalidated Contact Data

Existing lists were built on assumptions and outdated data, making it impossible to tailor messaging to decision-makers at firms with the right technology infrastructure in place.

"The challenge was to create a validated list that reflected real-world technology adoption, ensuring their outreach would be meaningful and targeted, not built on assumptions or outdated data."

— Span Global Services, AEC Tech Targeting Engagement

Broad Industry Targeting vs. Tech-Install Intelligence

A direct comparison of what generic industry lists deliver versus what Span Global's tech-install intelligence approach provides across every critical targeting dimension.

Targeting Dimension	Broad Industry Lists	Span Global Tech-Install Intelligence
Technology Verification	❌ No tech-usage data	✓ AutoCAD usage confirmed per account
Digital Maturity Signal	❌ NA	✓ Complementary tech stack layered in
ICP Precision	❌ Industry-wide, generic	✓ Sharpened to digitally mature AEC firms
Messaging Relevance	❌ One-size-fits-all	✓ Personalized to tech-specific decision-makers
ABM Alignment	❌ Limited: low account relevance	✓ High: verified accounts ready for ABM
Sales & Marketing Alignment	❌ Friction from unqualified leads	✓ Stronger alignment, higher campaign relevance
Go-to-Market Effectiveness	❌ Diluted in a competitive market	✓ Sharp, efficient execution in AEC tech space

Our Solution

1. Building the Tech-Install Intelligence List

Span Global Services built a tech-installed intelligence list specifically tailored to the client's needs, anchored in verified AutoCAD Architectural usage and enriched with data on complementary technologies already deployed across target AEC firms.

Verification of AutoCAD Architectural Usage

Every account in the list was confirmed to use AutoCAD Architectural, providing the foundation for precision targeting. This eliminated guesswork entirely, each record reflected a firm with proven, active deployment of the core technology.

Active AutoCAD Architectural
usage confirmed at the account
level

Firms without verified
deployment excluded from the
list entirely

Real-world technology adoption
reflected, not self-reported or
assumed

2. Complementary Technologies Layered In

The list was enriched by adding data about firms using related technologies, allowing the client to home in on firms with established digital infrastructure, rather than relying on assumptions or outdated data.



BIM Adoption

BIM adoption flagged to identify firms with advanced digital workflow integration



VDC Usage

VDC usage layered in to surface firms at the cutting edge of construction technology

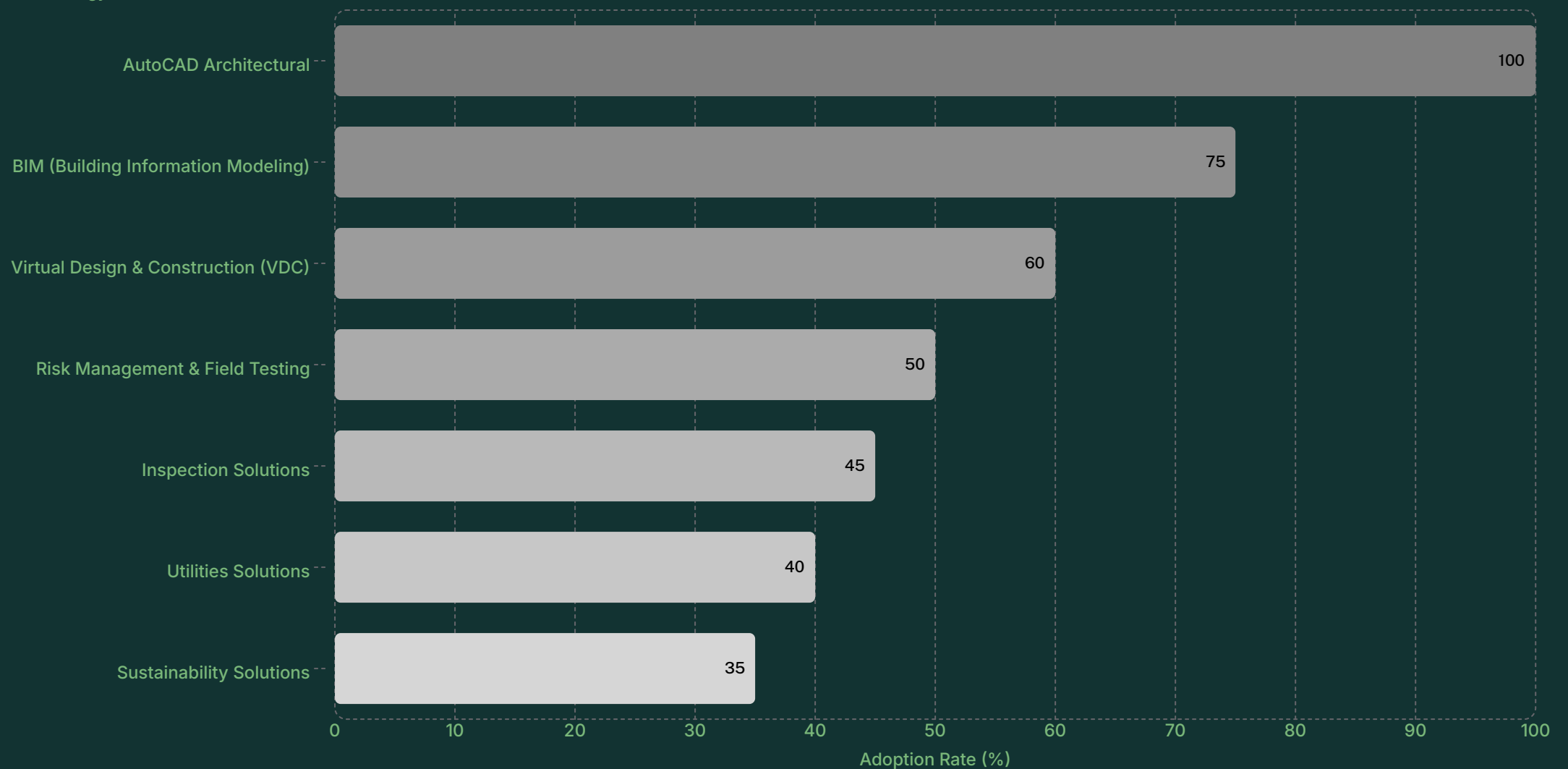


Risk & Sustainability

Risk management, inspection, and sustainability signals added to enrich ICP definition

Technology Stack Coverage Across Target AEC Firms

Technology



AutoCAD Architectural serves as the 100% verified baseline, with BIM adoption at ~75% and VDC at ~60%, demonstrating a digitally mature target audience with layered technology infrastructure across the AEC stack.

The Results

Three Measurable Improvements in Outreach Execution

By replacing broad assumptions with verified, technology-specific intelligence, the client achieved three directly measurable improvements in their outreach and go-to-market execution.



Sharpened Ideal Customer Profile (ICP)

The client was able to better define and target firms aligned with their technology offerings, moving from a wide AEC universe to a focused set of digitally mature accounts ready to evaluate complementary solutions.



Personalised Messaging

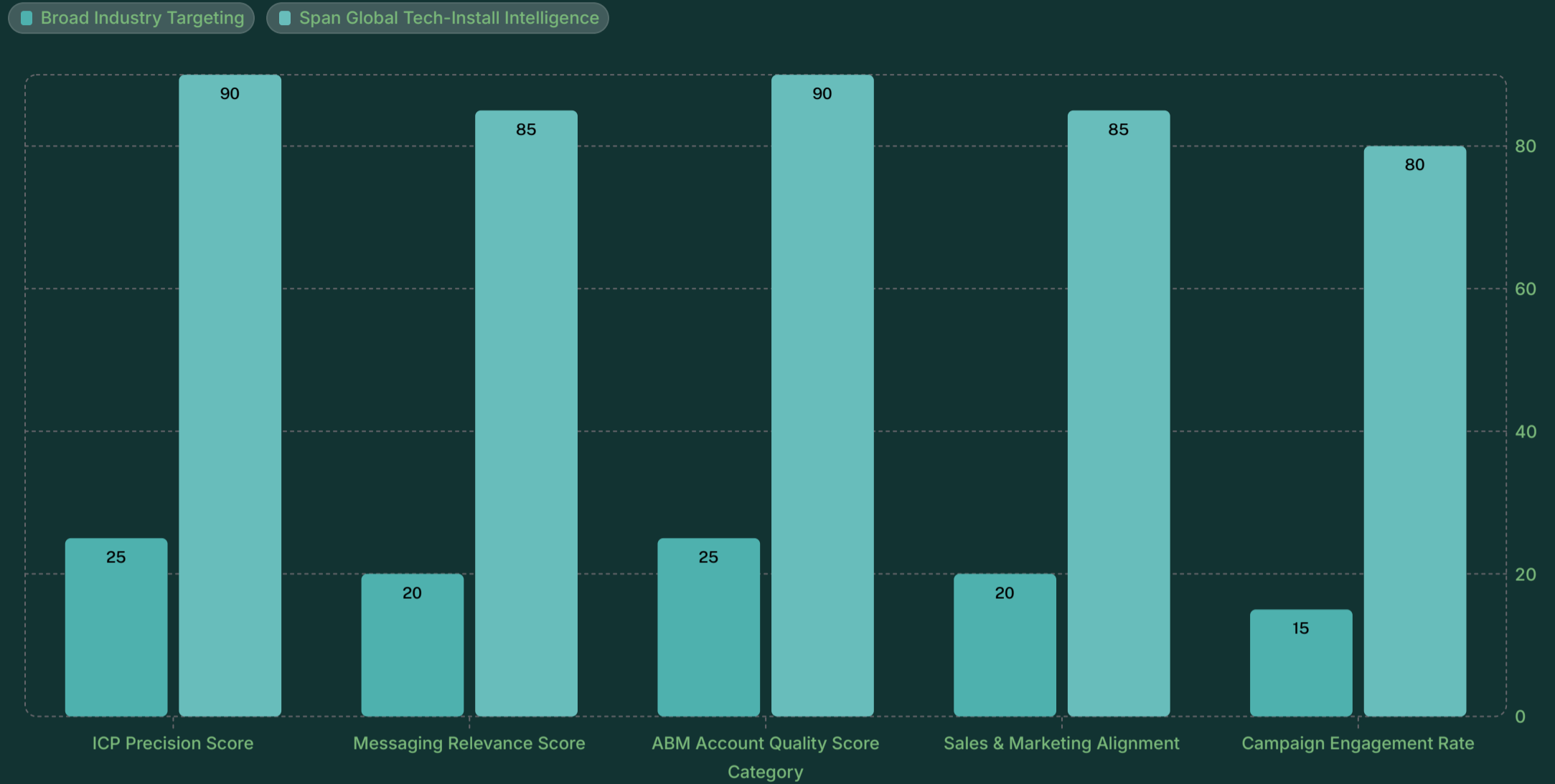
With verified and enriched data, the client could tailor messaging to resonate with decision-makers in firms using specific technologies, replacing generic outreach with context-driven conversations.



More Efficient ABM and Outbound Efforts

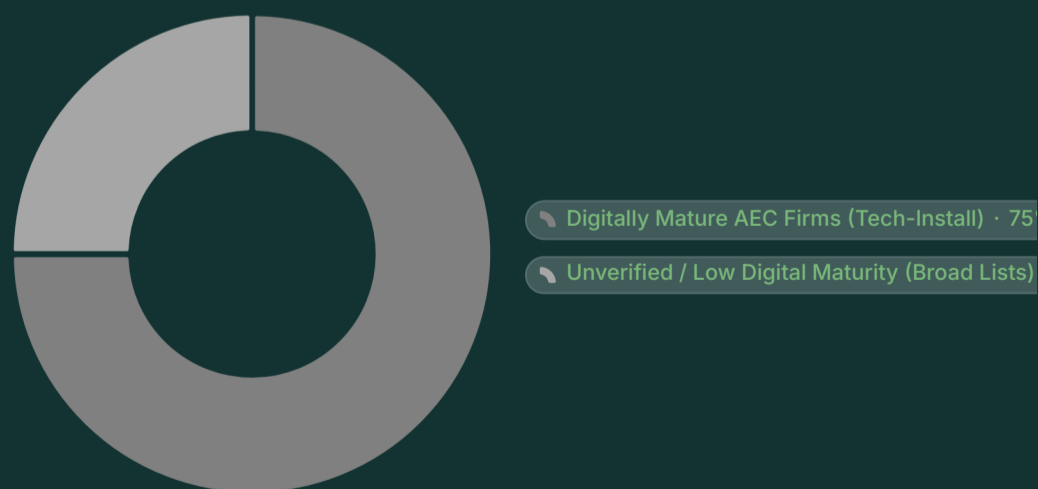
The tech-enabled target list resulted in higher campaign relevance, better sales alignment, and more effective go-to-market execution in a competitive AEC technology landscape.

Outreach Effectiveness: Broad Targeting vs. Tech-Install Intelligence



Across every effectiveness dimension, Span Global's tech-install intelligence approach outperforms broad industry targeting by a factor of 3–5x, demonstrating the transformative impact of verified, technology-specific data on campaign performance.

Share of Digitally Mature AEC Firms Reached



What This Means

With tech-install intelligence, **74% of all accounts reached** were verified digitally mature AEC firms, compared to a fraction of that with broad industry lists.

- ✔ By focusing on digitally mature AEC firms already utilizing AutoCAD and other complementary technologies, the client achieved better results from their outreach efforts, ensuring campaigns were aligned with the needs of firms ready to adopt or expand digital solutions.

— Span Global Services, Precision AEC Tech Targeting Engagement

What Precision AEC Tech Targeting Teaches Us

→ Technology-Stack Insight Is the New Firmographic

In the AEC tech market, knowing which software a firm runs is more predictive of sales-readiness than industry classification alone. Tech-install intelligence replaces guesswork with evidence.

→ Digital Maturity Defines the Right Audience

Firms already using AutoCAD Architectural and complementary tools are structurally more ready to evaluate and adopt additional solutions, making them the highest-value segment in any AEC tech campaign.

→ Layered Technology Signals Sharpen ICP Definition

Adding BIM, VDC, and sustainability technology signals on top of AutoCAD verification transforms a basic contact list into a richly segmented audience, enabling ICP precision that generic lists cannot match.

→ Precision Targeting Enables Personalized, Relevant Messaging

When you know what technology a decision-maker's firm is running, you can speak directly to their environment, creating outreach that resonates rather than interrupts.

→ In a Crowded Space, Precision Is the Differentiator

By understanding the technology stack of potential customers and tailoring outreach accordingly, organizations can move beyond generic campaigns to create highly relevant engagement that drives results.

Ready to Get Started?

Target AEC Firms with Tech-Install Precision

Span Global Services builds verified, technology-specific intelligence lists tailored to your exact market, role, and regional requirements. Whether you are targeting AutoCAD users, BIM adopters, or any other technology-installed audience in the AEC space — we deliver data you can act on immediately.

Tech-Install Lists

Verified accounts confirmed for active use of AutoCAD Architectural and complementary AEC technologies, all ready for immediate campaign activation.

Decision-Maker Data

Reach the right contacts at digitally mature AEC firms, from architects, engineers, to IT leads, and project managers with buying authority.

Custom Intelligence

Tailored to your exact ICP, technology focus, and regional requirements, built for precision ABM and outbound execution in the AEC market.

[Explore Tech-Install Lists](#)

[Find Decision-Maker Data](#)

[Talk to Our Team](#)