

Publish, Promote, Analyze - new features improve the user experience for manufacturers

BIMobject today announced a new release of BIMobject Cloud that makes it even easier for manufacturers to publish their content, promote their offering and understand their results on bimobject.com.

"October was another record month in terms of user activity on bimobject.com", commented Martin Lindh, interim CEO at BIMobject. "We welcomed almost 60,000 new users, set a new record with 7.4 million files downloaded in one month, and recorded our highest user activity ever. With this product release, we want to ensure manufacturers can maximize their return on investment in our fast-growing marketplace."

In the Q4 2022 product release, BIMobject has focused on improving the marketing process on bimobject.com for manufacturers in the core modules Publish, Promote and Analyze:

- **Publish** now allows manufacturers to see user reviews of their digital products, to understand if their content quality satisfies user needs. BIMobject provides both project-based and ongoing (Content Management-as-a-Service) development of BIM files, making it easy to have any quality deficiencies that users report quickly corrected.
- **Promote** is now much easier to adopt for larger organizations that want to use BIMobject's credits system for advertising. Customers are now able to easily distribute credits between different teams and roles, in order to e.g. divide the marketing budget between different markets and subsidiaries.
- **Analytics** now connects manufacturer actions on BIMobject, such as new product launches and promotions, to their results, making it easy to understand the impact of various initiatives. A new report feature - BIMobject Wrapped - also summarizes the results in a shareable report.

For more information, please contact:

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About BIMobject

We can't go on building like we do today. BIMobject is on a mission to digitalise construction for a more sustainable future. We're a global marketplace for the construction industry, that provides architects and engineers with the information and inspiration they need to design buildings faster, smarter and greener.

With 2,000+ building product brands* and 100 of the world's top 100 architect firms among our users, we power digital building design worldwide. In 2021, the company had annual net sales of SEK 120 million.

BIMobject's shares are traded on Nasdaq First North under the ticker: BIM.
Certified Advisor: FNCA Sweden AB, info@fnca.se

** Defined as the number of unique brands (including subsidiaries with separate product ranges) with products available for download on bimobject.com.*

Attachments

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