



# Asahi Kasei Bioprocess & Marketing Automation

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# Case Study Snapshot

## Streamlining marketing efforts & enhancing campaigns with Salesforce

### The Situation

Asahi Kasei Bioprocess America, Inc. (AKBA) wanted a marketing automation platform that could help assemble a detailed profile for each of their prospective customers. AKBA's marketing team was using an email marketing platform but wanted a new tool with enhanced capabilities that could easily integrate with their customer relationship management (CRM) system, Salesforce.

### The Solution

AKBA's leadership team decided to move forward with Salesforce Marketing Cloud Account Engagement (also known as Pardot). Since it was a new tool for the organization, they sought out a company to help them implement the software and design new processes for enhancing targeted email campaigns and customer segmentation.

Forvis Mazars, LLP (Forvis Mazars) professionals previously worked with AKBA team members in 2020 to implement Salesforce. It made sense to AKBA leadership to work with the same people who led their CRM project.

For the Salesforce Marketing Cloud Account Engagement project, services included:

- Initial assessment and analysis of marketing processes
- System configuration

- Implementation of website forms and tracking scripts
- Designing and creating custom fields for interest tracking
- Testing Account Engagement and the integration with Salesforce
- Migrating assets from the former email marketing service
- Training AKBA team members in Account Engagement
- Platform launch
- Marketing consulting

Marketing consulting services were managed by Desiree Henry, Creative Services Director at AKBA, and led by Kevin Beale, Lead Consultant at Forvis Mazars. Chris Rombach, VP of Sales and Marketing at AKBA, also helped as an executive sponsor for the project.

### The Benefits

With Beale's assistance, Henry and Rombach have experienced campaign growth and greater efficiency—which are contributing to new revenue and operational cost savings. The company now has a better method for tracking and measuring the effectiveness of marketing touchpoints.

## Case Study Snapshot, continued



“We’ve seen increased prospect activity and engagement, which has helped improve our marketing and sales metrics. Kevin was incredibly helpful while we built marketing content and campaigns in this new platform.”

– **Desiree Henry**, AKBA Creative Services Director

For a highly technical business-to-business (B2B) company like AKBA, reaching prospects and providing them the right information are critical. In their business, a customer typically will show high interest in certain equipment categories and less interest in others.

Beale assisted Henry in building “Process Interest” lists to better represent those that have expressed interest in a certain type of equipment, to better segment leads and automate personalized messages to nurture leads. To date, they have collaborated on many marketing campaigns and continuous improvement efforts in Account Engagement, which have led to capturing contact information for hundreds of new prospects, equating to new business opportunities and increased sales revenue.

What AKBA never had before was real-time data for campaign performance. Account Engagement provides the organization with reporting metrics on what campaigns are performing best. They can see which campaigns are prompting the most prospects to request a quote, download marketing materials, convert to a sales qualified lead, and make a purchase.

Now, AKBA has a better picture of what products and campaigns drive the most business.



Account Engagement provides the organization with reporting metrics on what campaigns are performing best.



A person with short, light-colored hair, seen from the back and side, is looking out a window. They are wearing a dark, sleeveless top and holding a dark laptop under their left arm. The window shows a city skyline at sunset, with buildings and a bright orange and yellow sky. The scene is lit with warm, golden light.

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Business Technology Services at Forvis Mazars provides CRM and enterprise resource planning (ERP) platform analysis, design, implementation, upgrade, training, and support services. We help organizations define and execute their digital transformation journeys.

## Contacts

**Melissa Green**

Senior Managing Consultant  
melissa.green@us.forvismazars.com

**Chad Collett**

Marketing Senior Manager  
chad.collett@us.forvismazars.com

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