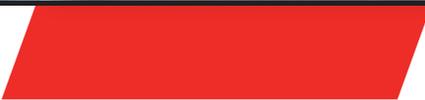




FORVIS



Asahi Kasei Bioprocess & Marketing Automation

Case Study / Business Technology Solutions

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Case Study

Business Technology Solutions

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 building better targeted email campaigns through improved customer segmentation.

FORVIS Business Technology Solutions 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
- Configuration of Salesforce Marketing Cloud Account Engagement
- Implementation of website forms and tracking scripts
- Designing and creating custom fields for interest tracking
- Testing the new system and its integration with Salesforce CRM
- Migration of assets from the former email marketing service
- Training AKBA team members on the Account Engagement platform
- Platform launch
- Marketing consulting

Marketing consulting services were managed by AKBA's Desiree Henry, creative services director, and led by FORVIS' Kevin Beale, senior marketing consultant. Chris Rombach, AKBA's vp of sales and marketing, also helped as an executive sponsor for the project.



“Kevin would build an appealing, responsive email template or automated campaign then walk me through the steps and best practices so I could create more marketing content myself.”

Desiree Henry
Creative Services Director
AKBA

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.

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 will typically 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 support automated 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.

"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," Henry said. "He would build an appealing, responsive email template or automated campaign then walk me through the steps and best practices so I could create more marketing content myself."

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.

If you're looking for a 360-degree view of your customers and prospects, Salesforce is engineered to deliver. With certified experience in Salesforce systems, the Business Technology Solutions Team at FORVIS can assist you with your everyday needs and big-picture goals.

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