

## CUSTOMER CASE STUDY

# EMA Design Automation® Increases Conversion Rates With Automated Nurtures and Custom Segmentations

## COMPANY SNAPSHOT

EMA Design Automation® is one of the largest scale resellers in the PCB industry and an industry leader in product development solutions. EMA assists customers in every way to ensure success by creating partnerships, developing custom software and handling large implementations. EMA was founded in 1989 by Manny Marcano as a small New York State Value Added reseller, but has grown into a full-service provider of electronic design solutions for all of North America as a Cadence® channel partner.

## GOALS

The company was searching for a solution that moved beyond basic email marketing and provided powerful reporting options, an understanding of the full buyer's journey and core marketing functionality needed to scale with their business. EMA was also searching for a solution that offered robust integrations with CRMs after being disappointed by other vendor's 3rd party solutions and limited integrations. "During our initial evaluation, Sugar Market's native CRM integrations were a big plus as well. Connecting our marketing data to our Sales platform was key for us to be effective and allows for easy targeting based on our full set of CRM data," stated Chris Banton, Director of Marketing.

## RESULTS

EMA has seen a significant increase in quality leads as well as conversions due to successful nurture campaigns, custom segmentation and reduced manual labor with automated lead scoring and campaigns. Using Sugar Market, EMA has moved beyond basic email marketing to a solution that encompasses the full buyer's journey with its native CRM integration, event management, lead scoring capabilities and marketing asset creation. The solution is also flexible enough to grow with the company. "Sugar Market's unlimited user price model allowed us to get the functionality we needed and have the freedom to scale it throughout the company as we grew. New folks who come from using other solutions are always surprised that we can 'just add a user' when needed," claimed Banton. EMA has been a Sugar Market customer since 2014 and are now Sugar Market super-users, scaling with the platform as they continue to grow.



*Our previous solution was solely email marketing focused and we wanted to move beyond that to encompass the full customer journey which Sugar Market helps us do through its capabilities and CRM integration.*

**CHRIS BANTON,**  
Director of Marketing // EMA Design Automation

**EMA** Design Automation®

**INDUSTRY:**  
Computer Software

**LOCATION:**  
Rochester, NY

**WEBSITE:**  
[www.ema-eda.com](http://www.ema-eda.com)



*SugarCRM helps businesses everywhere provide the most outstanding experiences of all time — for every customer, from anywhere. We're building a world where companies can act as fully functional extensions of their customers. Where teams can anticipate needs long before customers even realize they have them. Where sales, marketing and services are fully freed to focus on people instead of processes. We bring innovation, transparency, integrity, value and passion to all we do to cultivate customers for life.*

10050 N Wolfe Rd, Cupertino, CA 95014 // [www.sugarcrm.com](http://www.sugarcrm.com) // +1 (877) 842-7276