

Event Apps - Do you really need to integrate with Salesforce®?

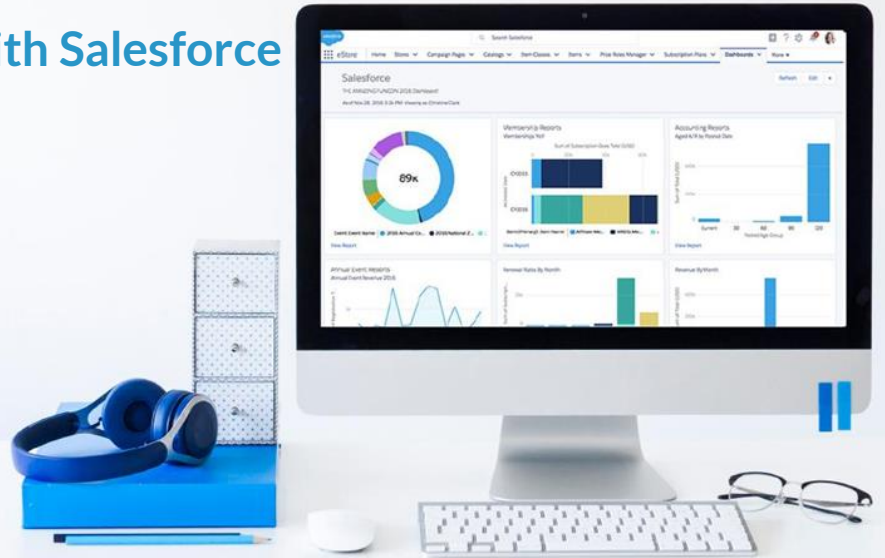


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Event Apps - Do you really need to integrate with Salesforce®?

- Benefits of Integrating Event Apps with Salesforce
- What to Look for in an Event App
- Top Five Recommendations



Benefits of Integrating Event App with Salesforce



Better Understanding
of Market



Real-Time Event
Metrics



Sophisticated Analysis
with Cross-Filtering Data



Set Predictive Pricing based
on Registrant Criteria



Greater Marketing
Results

What to Look for when choosing an Event App

1. Go for Salesforce Native Applications
2. Know your Event Needs
3. Determine Event Flexibility
4. Choose Customizable Events within the Application
5. Manage your Organization's' Budget



Top 5 Recommendations



1. Fonteva Events
2. Cvent
3. Aventri
4. Eventbrite
5. TicketManager

Salesforce Integration



Progress bar: 3 green segments

No integration required; Native application built on Salesforce

Progress bar: 3 red segments

High-level integration coding to sync with the Salesforce

Progress bar: 1 green, 2 white segments

Easy integration with the help of a third-party tool

Progress bar: 2 red, 1 white segment

Mid to high-level coding along with object mapping and custom object creation

Progress bar: 3 green segments

Easy integration runs on Salesforce

Customization

Progress bar: 3 green segments

Flexible

Progress bar: 3 red segments

Limited

Progress bar: 2 green, 1 white segment

Flexible

Progress bar: 3 red segments

Limited

Progress bar: 3 red segments

Limited

Budget



Event Planning Scale



Small-Sized



Mid-Sized



Large-Scale





Ask the EXPERT



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