

Customer Success Story

Photo Finish Payments for the World's Oldest Marathon

The Boston Marathon Revitalized Legacy Systems with Salesforce and Chargent.

- The sixth-largest marathon in the world, the Boston Marathon hosts 30,000 participants from 100 different countries, 10,000 volunteers, and raises \$36 million annually through its charity program.
- Online race registration is a critical touchpoint, but outdated, legacy systems created a difficult user experience for participants - and cost fundraising dollars.
- The BAA partnered with consultants and Chargent to tackle unique challenges like verifying qualifying race times and accepting payments from countries outside the AVS.
- Moving from a homegrown registration system to Salesforce and Chargent enabled the BAA to register and authorize payment in bulk for tens of thousands of race day participants.

Customer:



Industry:

Nonprofit

Salesforce Customer 360



30K
registrations

\$36M
in fundraising

1
day to register and
authorize payments

