

Eventable Calendar Marketing Platform

Product Overview

Reach your customers through the calendars they're checking a dozen times every day

Customized Notifications

Go beyond the default 15-minute "calendar reminder" by personalizing the message and exact time the alert pops up on your customers' devices. Mobile notifications can now be sent through an app all your customers already have: the calendar.

Dynamic Updates

Last minute change of venue? Have an updated coupon code? Directly send updates to all customers' calendars in real-time. Simply edit your event and the changes are sent out automatically.

Location-based Targeting

Want to direct all your customers to their nearest store location for a national sale? Or limit a regional event to only your city? Eventable's geotargeting makes it all possible.



Seamless integration with every calendar

No sign-in, file download, or plugins required. Our native sync works across all platforms and devices.



Integrate with your entire marketing stack



Smart “Add to Calendar”

Our fully customizable buttons make it easy for anyone to add your events to calendar, on any device. Embed on websites, email, social media, display ads, and more. You can even prompt individuals for their email addresses before they add to calendar.



Sync with your CRM

Eventable integrates with most major email & CRM systems, so you can easily share your events in all your existing marketing channels. Accurately track your customers and their engagement activity across websites and devices.



Event management suite

Whether you're a large distributed team or only one person, easily keep track of all your events and promotions with our event management system. Manage your collaborators and grant them different access permissions with a few clicks. You can even manage your events on-the-go with Eventable's mobile dashboard.



Build custom integrations with Zapier & Eventable APIs

Sync data between Eventable and over 800 apps with Zapier. Easily import events, send analytics data to your CRM, or send notifications to your team in Slack.

Looking for further customizations? Our JavaScript and RESTful APIs give you full control over the entire experience.



Industry-leading SmartEvents™ analytics

Analyze Event Engagement

Understand which types of events attract the most customers. Track engagement based on your different campaigns.

Identify your Highest Performing Channels

Discover where your customers are coming from, whether it's via your website, emails, or social media.

Discover Customer Demographics

See where your customers are geographically located to understand which regions perform best. Use location information to create more relevant content.

Track & Optimize Outbound Activity

Learn how your events are being shared across social media. Drill down to see which customers are most actively sharing your content.

Analytics on an Individual Level

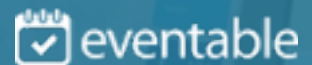
View activity on a granular level, with a full timeline of each customer's actions, impressions, clicks, shares, and more.

Personalize & Target your Events

Send personalized events to individual customers, or segment customers by interest so they only receive events relevant to them.

About Eventable

Eventable enables today's most innovative brands and marketers to communicate with their customers through native calendar platforms. As the leading provider of calendar-based marketing solutions, Eventable has helped over 10,000 businesses drive engagement and customer retention.



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