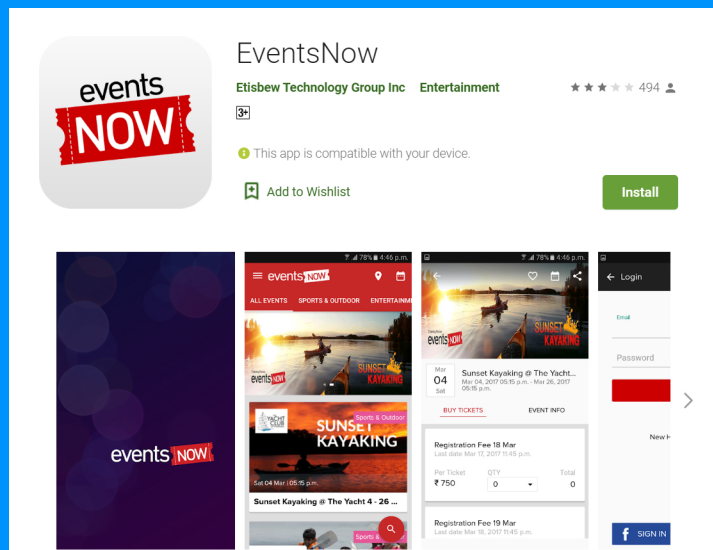




MEGA BRANDED EVENTS



- ### SERVICES
- Migration of eCommerce portal from Custom Cake-PHP framework to Salesforce Commerce Cloud,
 - Integrated Salesforce Marketing Cloud for effective customer engagement
 - Monitoring performance
 - Managed Services

ENGAGEMENT SUMMARY

Eventsnow wanted to expand their online presence to grow their revenues beyond static sales through paper and ad sales. It sought to develop an intuitive, compelling, and exciting event ticketing platform that enabled a quick search and purchase experience for its customers.

ETG consulted and engineered a highly customized solution through a hybrid model consisting of an open-source based ecommerce application tightly integrated with a best-in-class marketing tool.

Our team worked closely with the Client to develop a powerful, yet simple looking event management platform created for individualized, highly-branded customer experiences.



THE OUTCOME

- 400% increase in revenue YoY through the portal
- 100% increase in repeat customers due to reactive and proactive marketing strategies.
- 100% ROI within 9 months

