

# FAQ

## Eventbrite Fusion

### **How does Eventbrite Fusion work?**

Eventbrite Fusion allows you to sync your detailed audience data from Events created in Eventbrite directly into Salesforce without any manual importing and exporting.

### **What information from Eventbrite is captured in Salesforce?**

With Eventbrite Fusion you are able to capture detailed Ticket Information including : Email Addresses, phone numbers, additional ticket information, custom questions, ticket revenue/donations. It will also capture detailed information about the event.

### **Does Eventbrite Fusion capture virtual events (Webinars, Meetings etc)?**

As a standalone product, Eventbrite Fusion will only capture the detailed information about the event not including the Zoom ID. If you use Zoom for your virtual events, you will need [ZFusion](#) to capture the results from the virtual event and Zoom ID in Salesforce.

### **How can I set Eventbrite Fusion to automatically create opportunities for each new order?**

In Salesforce, navigate to Eventbrite Settings/Master and find the field called “Create Opportunities”. There are three available options:

- None: Eventbrite Fusion creates no opportunities
- For all orders: Eventbrite Fusion creates an opportunity in Salesforce for each Eventbrite Order
- For orders > \$0: Eventbrite Fusion creates an opportunity in Salesforce for each Eventbrite Order with an amount greater than 0.

### **If a contact already exists in Salesforce and it has duplicates, what will happen?**

The Eventbrite Fusion integration will search for a contact with a matching email address and it will use the first one it finds, usually the oldest record.

### **Can I have a new ticket registrant come over as a Lead instead of a Contact?**

Yes, in the Eventbrite Settings you can change this function.

### **What happens if a contact attends more than one event? Will there be duplicate contacts created?**

No. If a contact attends more than one event that you host on Eventbrite their ticket information will sync into their existing contact in Salesforce as long as they are using the same email



address each time they register for an event. Eventbrite Fusion will keep a Campaign history ledger of all of the events this contact has attended.

**How does Eventbrite Fusion work for in-person events?**

Eventbrite includes QR codes to use for in-person events. If your contacts complete the registration for the event and checkin by scanning their QR code, that data will be recorded in Salesforce, that they attended the event.

**Can I communicate with my Campaign Members or Attendees through Eventbrite Fusion?**

The best way to send customized email reminders and templates to your contacts is to use our [Predictive Marketing](#) app. This app allows you to create segmented email templates within Salesforce. Any communication sent to your contacts within Eventbrite fusion will automatically be recorded under their Contact in Salesforce. You can include the Eventbrite ID in your Message to your audience. You can also send a customized Follow Up Email .