

EVENTBRITE FUSION

GETTING STARTED GUIDE



Introduction

Are you planning to host your next event on Eventbrite and you need a better solution for monitoring and tracking your audience data?

The number one benefit of having an efficient solution for tracking this audience data is that you will be able to create targeted follow ups. You will also have an opportunity to increase conversion of your product or service.

Eventbrite Fusion is a solution that connects Eventbrite with Salesforce. This integration pulls information from your event and the information captured from tickets submitted directly into the CRM.

This app works perfectly for both in-person and online events.



Why Integrate?

Efficiency and Accuracy are two major benefits of integrating marketing automation tools in Salesforce. From an organizational perspective, being able to access the information necessary to facilitate higher conversion rates in one location reduces time and money spent on using other resources.

Some clients that are currently using Eventbrite Fusion have reported that the integration eliminates the frustration of having to export data on to lengthy spreadsheets and importing back into Salesforce. There are times that this activity can generate duplicate contacts within the CRM system.

How to integrate Eventbrite Fusion in your Salesforce

Salesforce integrations are designed to connect a platform or tool to the suite of Salesforce products. Marketing technology is an essential component for Salesforce integrations. There are many approved integrations including [Predictive Marketing](#), [ZFusion](#), and [Eventbrite Fusion](#) for Salesforce that can be found on the [Salesforce Appexchange](#).

To get started with Eventbrite Fusion integration in your Salesforce:

1. Search Eventbrite Fusion on the [AppExchange](#).
2. Click **“Get it Now”**
3. Select the location where you want to install this package
 - a. **Live Production Environment** – it is highly recommended to schedule time with the Predictive Support Specialist to ensure your integration is set up correctly.
 - b. **Sandbox- Testing/Demo environment.** When downloading an Eventbrite Fusion, you will want to keep in mind that you may be limited on your capabilities–please reach out to our sales team for more information.
4. Reach out to our team at sales@predictive.cc to receive instructions on selecting the proper package that would fit the volume of unique registrants and also paying for the integration. Compared to [Predictive Marketing](#), [Eventbrite Fusion](#) does provide a **[14-Day Free Trial](#)** when you install the app in your Sandbox.
 - a. Keep in mind this is a paid application for Salesforce, payment for the app covers one single [Eventbrite Fusion](#) license for your entire staff.



Eventbrite Fusion

By Predictive Response

Integrate Eventbrite & Salesforce Seamlessly

★★★★★ 5 Average Rating (2 Reviews)

Supported Features

Lightning Ready Person Accounts

No Limits

[More Details](#)

Starting at \$49 USD/company/month

Discounts are available for nonprofits

[Pricing Details](#)

Eventbrite Fusion automatically syncs your Eventbrite data into Salesforce. We track signed up members, attended members, event ROI and much more.

Get It Now

More ▼

Overview

Reviews

More Details

Quick Tip

I would highly recommend scheduling a call with our Sales Team for a walkthrough and our Support team to ensure that your Eventbrite Fusion application is set up correctly.

[You Can Book A Call Here](#)



What are the benefits of using Eventbrite Fusion for Salesforce?

Before you make the decision to purchase an app or integration for your CRM you will want to consider the benefits of your selection and also your company's needs and goals. Consider the following questions:

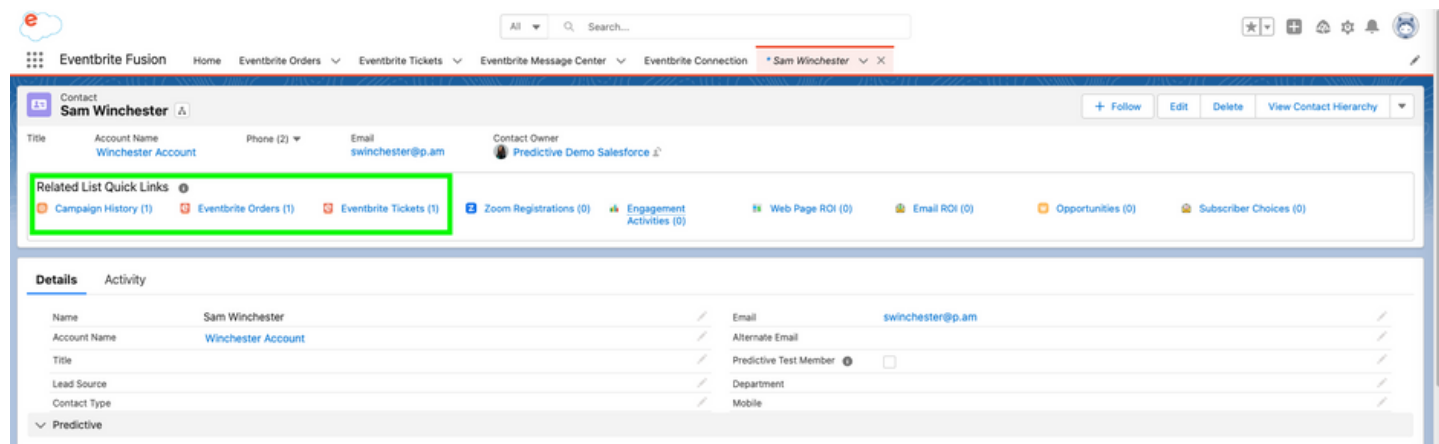
- What piece of information is the most important to collect in Eventbrite?
- Are you hoping to compare your current events with previous events?
- How do you plan to segment future communication with your audience?

Here are a few benefits of choosing [Eventbrite Fusion](#) as your integration for Eventbrite and Salesforce:



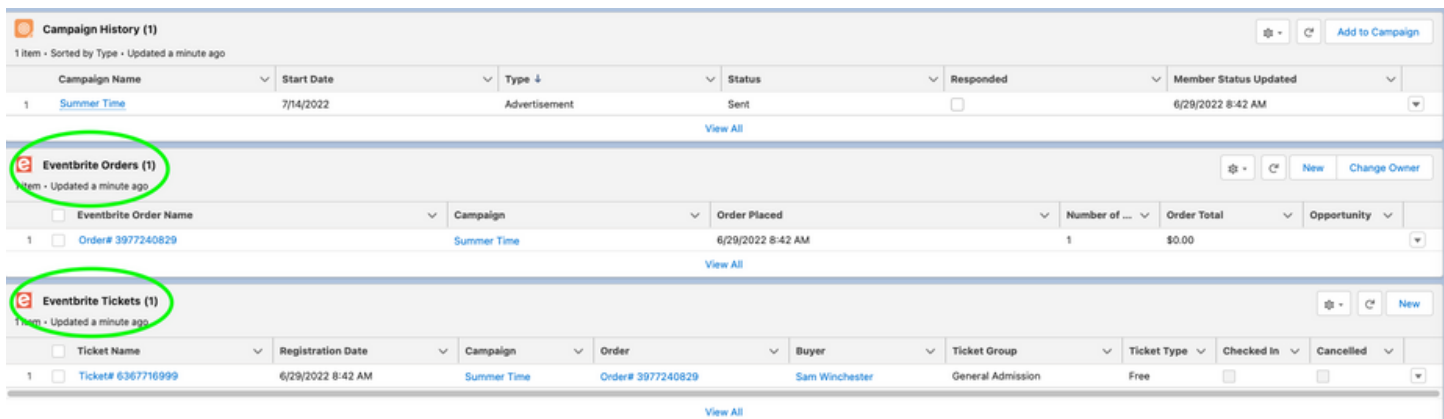
Track Audience Data

The #1 benefit of using Eventbrite Fusion for Salesforce is that you can track your audience attendance data. When you create an event on Eventbrite it becomes a “Campaign” in Salesforce. Each time an attendee completes a registration for the event, it will automatically create a “Contact” or “Lead” depending on your preference. Each bit of information that the attendee includes, for example; their location, phone numbers is captured in Salesforce.



The screenshot shows the Salesforce interface for a contact named Sam Winchester. The contact details include Account Name (Winchester Account), Email (swinchester@p.am), and Contact Owner (Predictive Demo Salesforce). A green box highlights the 'Related List Quick Links' section, which contains links to Campaign History (1), Eventbrite Orders (1), and Eventbrite Tickets (1). Below this, the 'Details' tab is active, showing fields for Name, Account Name, Title, Lead Source, Contact Type, and Predictive.

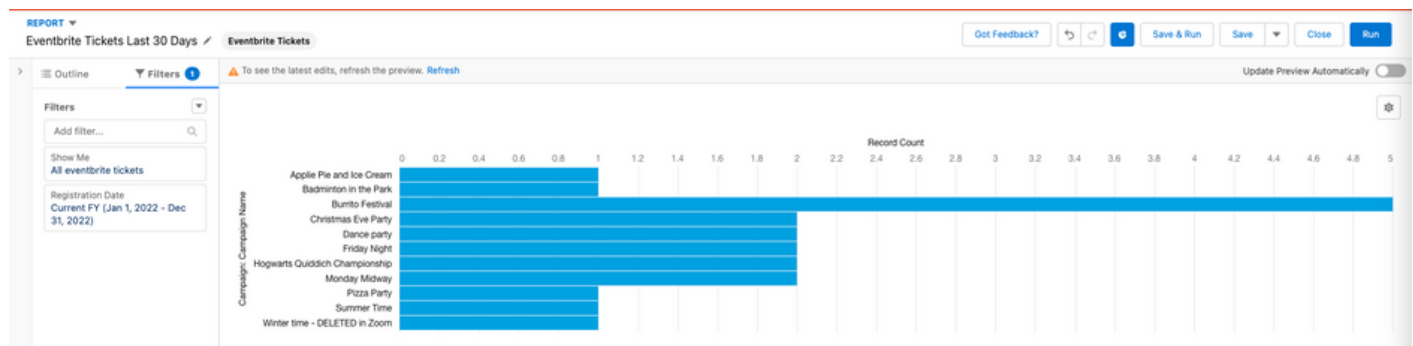
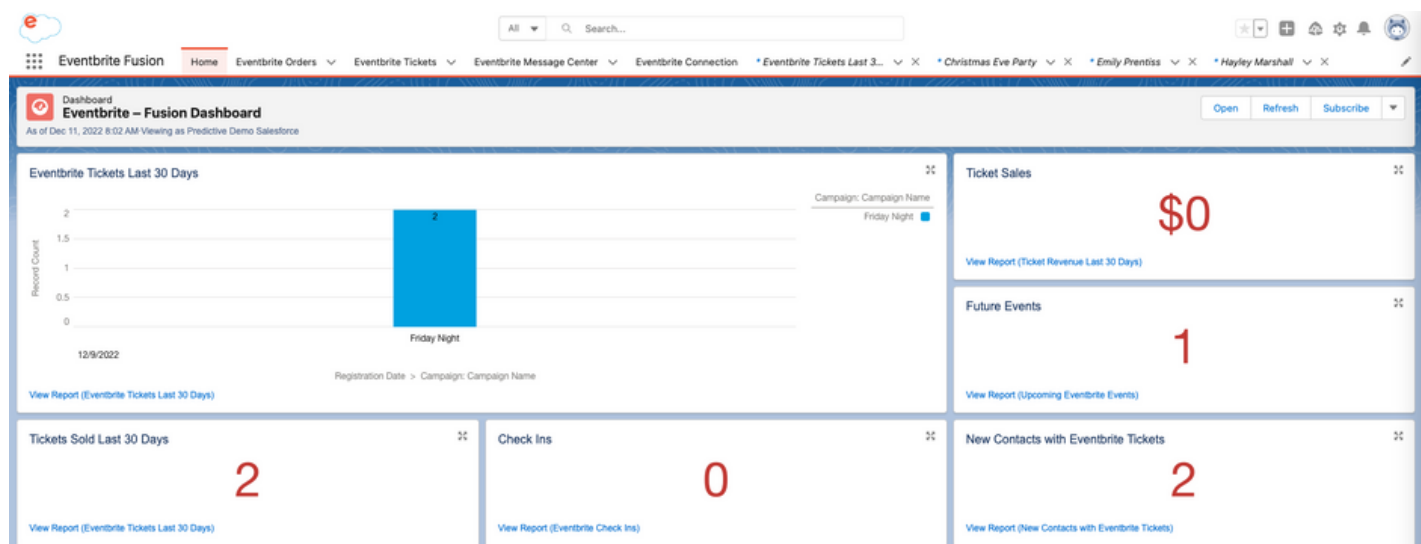
If your contacts in Salesforce attend more than one event throughout the year that is hosted on Eventbrite, each individual registration that contact completes will be captured under Campaign history and broken down under Eventbrite Fusion registration.



The screenshot displays three related lists for the contact Sam Winchester. The first list, 'Campaign History (1)', shows a single item: Summer Time, 7/14/2022, Advertisement, Sent, Responded, and Member Status Updated. The second list, 'Eventbrite Orders (1)', shows a single item: Order# 3977240829, Summer Time, 6/29/2022 8:42 AM, 1, \$0.00. The third list, 'Eventbrite Tickets (1)', shows a single item: Ticket# 6367716999, 6/29/2022 8:42 AM, Summer Time, Order# 3977240829, Sam Winchester, General Admission, Free, Checked In, and Cancelled.

Monitor The Success Of Your Events

The next benefit of using **Eventbrite Fusion**, is that you are able to track and monitor the ROI of your events. Our pre-built dashboard you can track your tickets created from Eventbrite from the last 30 days, the number of new contacts created from Eventbrite Tickets, and revenue from ticket sales. You can use the functionality of Salesforce to manipulate some of the fields, for example expanding the view of Eventbrite tickets to the entire year.



Communicate with your audience before and after your next event

By using [Eventbrite Fusion for Salesforce](#), you have the ability to create segmented campaigns with the information you collected from your events. Using [Predictive Marketing](#) and [Eventbrite Fusion](#) together allows you to send meaningful updates and reminders to your audience members that purchased a ticket, and to send a follow up “Thank-You” to them after they attended your event.

