



# AREMA

*A complete solution for your business!*

## CHALLENGES

The company managed thousands of event contacts, promoters, and clients but lacked an organized system to retain and segment leads. All prospecting and follow-up activities were handled manually through different channels, which made it difficult to personalize communication and identify business opportunities by type of event, artist, or venue.

## SOLUTIONS



**Prosuite**



**Web to Lead**



**Notifications**

## BENEFITS

### Intelligent lead management

1

Leads are now captured automatically from the website and social media, segmented by event type, zone, or artist. This enables the sales team deliver faster, more targeted responses.

2

### Increased engagement and retention

Through automatic segmentation, client engagement has grown significantly. Teams can now design specific campaigns for promoters or users, increasing loyalty and repeat business opportunities.

3

### 360° customer visibility

Promoters, event companies, and end users are all managed within Salesforce, allowing complete tracking of their interactions, preferences, and purchase history for deeper customer understanding.



**TICKETING**



**MEXICO**

