

# Case Study

## Oddities & Curiosities Expo

Modernizing Vendor Operations and Customer Intelligence at International Scale

### Client Overview

Oddities & Curiosities Expo is the largest traveling oddities and subculture event in the world, operating across multiple countries with hundreds of vendors per event and millions of attendees over its lifetime.

Rapid growth created operational complexity. Vendor applications, invoicing, ticketing data, and customer communications were being managed across spreadsheets and disconnected systems. Manual processes were consuming time and introducing risk.

Lenticular Solutions was engaged to design and implement a scalable Salesforce architecture to support continued growth.

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## The Challenge

The organization faced increasing operational strain across four key areas:

### Vendor Applications

- Manual application handling
- Duplicate submissions
- Heavy administrative burden for review teams
- Disconnected tracking across spreadsheets

### Vendor Invoicing

- Manual invoice creation
- Copy/paste workflows across systems
- Manual payment tracking
- No streamlined experience for vendors

## Support Management

- Vendor support requests sent via direct email
- Messages lost or untracked
- No centralized case visibility

## Customer Intelligence

- Ticketing data stored in third-party systems
- No unified Customer 360 view
- Limited segmentation and lifecycle marketing capability

The business had scale. The systems did not.

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# The Solution

Lenticular designed and implemented a multi-phase Salesforce architecture.

## 1. Vendor Lifecycle Automation

- Built a custom Salesforce Screen Flow to manage vendor applications end-to-end
- Eliminated reliance on third-party forms and spreadsheets
- Implemented logic to prevent duplicate applications
- Enabled vendors to resume in-progress applications
- Streamlined review workflows for approval, denial, and waitlisting

### Impact:

Significantly reduced administrative time for both vendors and internal review teams while eliminating duplicate application rework.

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## 2. Automated Invoicing & Stripe Integration

- Built a custom Stripe integration native to Salesforce
- Automated invoice generation upon vendor approval
- Supported dynamic pricing, discounts, and payment plans
- Enabled partial payments, extending Stripe's default functionality
- Provided vendors access to invoices through a dedicated Vendor Portal
- Automated balance due reminder emails

**Impact:**

Removed manual invoice creation and payment tracking, reducing operational overhead and accelerating revenue collection.

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### 3. Vendor Portal & Case Management

- Implemented a Salesforce Experience Cloud Vendor Portal
- Enabled vendors to submit support requests directly from their portal
- Automatically created Case records linked to vendor accounts and contacts
- Centralized support tracking within Salesforce
- Enabled vendor self-service by displaying data about their placement and event details directly within the portal, thereby minimizing repetitive communications.

**Impact:**

Eliminated lost email requests and provided full visibility into vendor support interactions.

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### 4. Ticketing & Customer 360 Integration

- Built a custom integration with a third-party ticketing platform
- Synced daily updates including purchases, transfers, refunds, and revenue data
- Created a unified Customer 360 view inside Salesforce
- Enabled segmentation based on attendance history and engagement behavior

**Impact:**

Provided real-time insight into customer behavior and unlocked data-driven marketing strategy.

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### 5. Marketing Automation

- Implemented Marketing Cloud Account Engagement
- Automated event communications and lifecycle campaigns
- Enabled segmentation based on event history and purchasing behavior
- Delivered measurable ROI visibility on email performance

**Impact:**

Shifted marketing from mass email to targeted lifecycle engagement, improving repeat attendance and campaign accountability.

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## The Results

- Major reduction in administrative workload across vendor operations
- Elimination of duplicate applications and manual invoice creation
- Centralized support tracking replacing fragmented email workflows
- Full Customer 360 visibility across millions of attendees
- Scalable Salesforce architecture capable of supporting continued international growth

Oddities & Curiosities Expo transitioned from spreadsheet-driven processes to an integrated, automated operational platform built for scale.