

# CHOOSING A CRM FOR LIVE EVENTS

How event marketers can navigate  
the current tech landscape

 audience republic

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# The problem

Choosing the right Customer Relationship Management (CRM) system is a crucial decision in any business, yet more often than not, marketers in the event sector get the decision wrong.

This isn't due to lack of trying, or lack of options. After all, there's plenty of CRM and marketing platforms out there, but with all the noise it's almost impossible to find a platform that's built for the unique needs of event marketers.

Instead, hours of valuable time can be spent sitting through demo's and comparing platforms. Eventually marketers will settle for

one or take a gamble on piecing together different vendors that appear to fit their needs.

Unfortunately, somewhere down the line they'll be let down by a lack of event specific features and support as the platform they chose was designed for eCommerce, B2B or general business use.

This eBook explores the common pitfalls event marketers find when choosing a CRM, industry opinions on the features that matter, and how a CRM that's purpose built for events can help overcome these challenges, enabling you to sell more tickets.



Audience Republic is a CRM and marketing platform purpose built for live events. Our software incorporates everything you need to sell more tickets and create memorable fan experiences by giving you the tools to continuously grow, target and engage your audience.

# The current landscape



## Single function vendors

While single function vendors may provide an impressive email marketing solution, they will often fail to offer advanced integrations with ticketing platforms, capabilities to build detailed insights about fans, and functionality to effectively store and segment data. As a result, there can be an inability to run targeted campaigns and sell tickets across channels outside of email.



## Disparate systems

In an attempt to plug the gaps left by having a single function platform, many will add more marketing products to their tech stack. Doing this can immediately blow software costs out of proportion, and also have huge implications for time management by having to scramble between multiple systems and fix any data disparity issues that occur.



## Generalist CRMs

While there are plenty of CRMs in the market, most are built for the needs of eCommerce, B2B or simply just general business purposes. This means users are having to build constant workarounds so they can import, tag, segment and reach their audience. Often, this will leave them abandoned by the support team as they are looking for solutions that do not exist.

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# The impact

### **Wasted marketing budget**

Whether it's being spent on trying to make multiple platforms work together, being splurged casting the net to build audiences or simply just running poor performing campaigns, costs can quickly escalate.

### **Poor return on advertising spend (ROAS)**

The best paid advertising campaigns will use custom audiences that are built from a combination of inclusion and exclusion lists. Without having solid integrations and advanced segmentation to import, map and filter fans, advertising spend can rocket while ticket sales move at a snails pace.

### **Time inefficiencies**

Absence of native filters and integrations which have been specifically built for live events means time can be spent endlessly creating workarounds, importing/exporting data and manually processing repetitive tasks.

### **Missed opportunities to sell tickets**

Without having a clear overview of fans interests, favorite artists, events they attend and more, hot opportunities to sell tickets can get missed. "Low hanging fruit" like fan birthdays or repeat ticket buyers can easily slip under the radar while efforts get invested in long-term promotional campaigns.

### **Stagnant audience that isn't growing**

A reliance on just operating with an email database means audiences can stagnate and halt ticket sales. Further, it eliminates the possibility to market to fans that you don't already know or have data on.

### **Lack of personalization**

Reports say 80% of people are more likely to make a purchase from a campaign that has been personalized to them. With disparate systems, messy integrations or none at all, it's impossible to personalize a multi-channel campaign to target fans with the information you know will influence them.



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# The features to look for

A robust CRM can play a pivotal role in driving success for your event, but with limited options in the current tech landscape and big implications when getting it wrong, what are the important features to look out for?

Data capture is where most customer journey's will start. Event marketers should look for fun, gamified and incentive led initiatives that can send their campaigns viral, expand their reach and capture fan data along the way.

Marketers can't just rely on viral campaigns to capture fan data though, it's important to ensure your CRM has strong integrations with your preferred ticketing platform(s). This means any time a ticket is purchased, you can capture and store that information.

Once data is flowing in, it's crucial it can be accessed and used. Marketers should look at the segmentation capabilities of the CRM and ensure the filters are suitable for the event and ticketing data they are importing.

Following segmentation, the next step is targeting and engaging that audience. Marketers should look for a platform that offers several different channels for this, such as email, SMS and paid advertising custom audiences.

Once the campaigns are running, marketers need robust event reporting capabilities to track and measure their initiatives and attribute ticket sales to them. Gaining visibility over the entire marketing journey and reporting on it from one single place will be crucial for future success.

The important features to look for when choosing a CRM:

**Data capture**

**Ticketing integrations**

**Segmentation**

**Multi-channel communication**

**Event reporting**

Industry perspectives:

# The best features



**Mike Mauer**

Head of Marketing  
Stage Right Entertainment

“No one channel is going to carry your entire event, especially not advertising. The way you sell tickets is by having a healthy marketing mix.”



**Carlo Chiarello**

Chief Executive Officer  
Intellitix

“As an event producer, organizer or owner, a ticketing company shouldn’t be in the way of your understanding your data and patrons. So, make sure you can actually see the data and have availability to the information.”



**Jesse Lawrence**

Founder and CEO  
FanIQ and TicketIQ

“Having segmentation for direct selling, is critical. Knowing things like, premium ticket holders vs. general admission is really important, so when you’re pushing out content via SMS or email you’re putting the right content in front of that user.”



**Maureen Andersen**

President & CEO  
International Ticketing Association

“When you have the data to know who the fan is, you can communicate to them in the ways which they want. Knowing price thresholds, past purchases, add-ons and more means you can customize the offering to give the fan what they want”

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# The solution

Audience Republic is a CRM and marketing platform purpose built for live events. Our software incorporates everything you need to sell more tickets and create memorable fan experiences by giving you the tools to continuously grow, target and engage your audience.

Built to work with all major ticketing and streaming platforms globally, Audience Republic seamlessly captures crucial insights and data to uncover a deeper understanding of your fans, their interests and their activity.

Combined with industry leading email marketing, SMS, campaign, paid ads and automation capabilities, users are able to segment their audience to ensure they are delivering meaningful content that drives action from the people most likely to purchase tickets.

All this data flows seamlessly through one single platform, enabling users to have an accurate understanding of campaign ROI, the activities that deliver the best value and a clear picture over the metrics that matter.



You want a platform that takes the manual stuff out of your workflow, and makes it instantaneous. That's what Audience Republic does, with its ticketing integrations and marketing functions."

**Richie McNeill**  
Founder, *Hardware*

# Product features

## Campaigns

Sell more tickets & build your audience.

- Utilize word-of-mouth
- Capture fan data & intent
- Pre-sale, waitlist, ballot & more

## Events CRM

Put your data to use, to sell more tickets.

- Sync data from ticketing platforms
- Create & save filters to target fans
- Create & view customer profiles

## Events

A central dashboard to manage all your events.

- View all previous & future events
- Track ticket sales & attribution
- Discover trends & unlock insights

## Automation

Easily create, visualize and automate fan journeys.

- Send automated communications
- Personalize journeys using fan data
- Automate repetitive tasks

## Messaging

All-in-one email and SMS messaging platform.

- Send targeted messages
- Build emails with drag & drop
- Keep fans in the loop with SMS

## Paid Advertising

Automatic sync to Custom Audiences.

- No more manual CSV uploads
- Automatic sync every hour
- Improve return on ad spend



[\*\*Book a Demo\*\*](#)