# CRM Events Systems

## MARKET RESEARCH

August 2017

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## INTRODUCTION

Companies nowadays use different strategies in order to be competitive and establish a good name in the industry they compete in. They apply different methods to make customers happy with the way they deal with them. Customer relationship management (CRM) is a way how to manage and help companies interact with customers. This approach mainly uses technology in automating, managing and organizing services for the customers. CRM systems help make customer interactions more efficient and effective, improve customer relationship and increases customer lifetime value.

Event CRM systems play an important role in event management, making the whole process simpler and much easier, saving time, effort and money. The general idea of the event CRM is to simplify the long and complicated process of event management and to help the host customize and organize the process himself, by using an easy user-friendly software that allows him to gain total control of the events and helps him to manipulate every part of the process using one software with many tools and features, instead of micromanaging every part and complicating the process.

The USP for this particular event CRM is the match feature that helps hosts and guests find relevant events matching their interests and making suitable recommendations. Besides this feature, this event CRM software has many other features that help the host to easily manage and organize every event detail, such as helping the host open the event, remind him and send notifications of upcoming events etc. Also, the event CRM software allows guests to join salons (after host approval) and has a short and simple registration process in order to be user-friendly.

Since this product is an event CRM software, in order to understand the market and industry it belongs to, a general overview is made in the CRM market worldwide. A brief historical outline is set up and then the global customer software expansion is explained. The market is dissected yearly, its growth noted and also predictions about upcoming years are made. Broad segmentation is set up in two parts: established players and fragmented products. Numbers are presented about the top players and their share in the market. After that, an emphasis is put on the CRM event management software industry. The industry is segmented into different sections as a type of software used, how the software is deployed, size of companies that use this kind of software and such. The research also explains the reason for market growth and examines the factor taking part

in this phenomenon. Additionally, a global analysis is conducted to see which regions use event management software the most.

Potential customers are analyzed as a way to exploit and appeal to different parts of the market. Firstly, the main reason for choosing an event CRM software is analyzed, with an effort to explain how precisely the event CRM software helps potential customers and what are the most common problems in event management that potential clients have difficulties with. In addition, **the research includes answers to what kind of companies use event CRM analyzed by industry and role**, what kind of features are important when choosing an event CRM, the implications of using event CRM, the devices the event CRM is used on and the most important factors for purchasing event CRM. Another aspect is added in the form of potential clients. They are divided into several categories and are grouped into similar groups.

Furthermore, competition is analyzed using several sources. **Competition is divided into two parts, direct and indirect.** Competitors are divided by CRM software that is strictly used in event organizing and CRM software that is used for the similar and different purpose. Their characteristics are outlined and prices noted. The direct competitors are selected by choosing the most relevant similarities and their performance ratings and then analyzed considering the agreed criteria for comparison. The indirect competitors are selected by the similar purpose of their CRM software, very close to the event CRM software. Additionally, other competitors are listed. In this part of the research different tools that handle event management are broken down into detail.

At the end, the summary is constructed with the conclusion of the industry overview, competition, customer and market potential and its future.

## MARKET OVERVIEW

CRM is a software that helps businesses manage different part of their work such as customer interaction, marketing, customer support, clients, contacts and much more. This is a very broad spectrum with many features and options. More precisely, event management is a narrower aspect that automates events to become more efficient and effective.

CRM, or customer relationship management, is a crucial part of every business, especially now when competition is becoming fiercer by the day. However strange it may seem, CRM is not a new feature on the market. According to 2013 CRM switch article, even during the 80s Goldmine

released several CMS programs. The 90s most definitely brought advancement toward modern CRM software usage. This is when the term "CRM system" became an industry standard. Also, according to 2017 Tenfold article, a crucial development came with the introduction of 'mobile' CRMs, which took advantage of the expansion of high-speed Internet access during the late 1990s and early 2000s to make a company's digital customer records available to employees on multiple devices in multiple places.

Regarding the industry, according to 2016 Gartner, article, **in 2015 the CRM market amounted to $USD 26.3 billion, an increase of more than 12% over the last year**.



More precisely, a 2017 Cision article claims that **the global CRM market is expected to reach $USD 81.9 billion by 2025**. If the numbers presented in a 2017 Forbes article are added, **Customer Relationship Management is expected to grow to a $36.5 billion market worldwide by 2017**. CRM also leads all enterprise software categories in projected growth, **showing a 15.1% CAGR (compound annual growth rate) from 2012 to 2017**. This means that big and small companies, even individuals, are using this kind of software. This means that industry is booming and competition is becoming fiercer by the minute.

Regarding the players on the market, according to a 2017 Simplilearn article, the CRM market can be broadly classified into two segments:

- Top 5 established players on the market.
- A large number of fragmented products.

Vis-à-vis the established players, 2015 Gartner reports the **top 5 CRM software vendors took up more than 45% of the total market in 2015** and have been increasing their share in the last couple of years. From the chart, it is clearly shown that the five fiercest competitors in this field are: **Salesforce**, **SAP**, **Oracle**, **Microsoft,** and **Adobe**. Salesforce is the leader with $USD 5.1 billion revenue, SAP with $USD 2.6 billion, Oracle with $USD 2 billion, Microsoft with $USD 1.1 billion and Adobe with $USD 936 million.
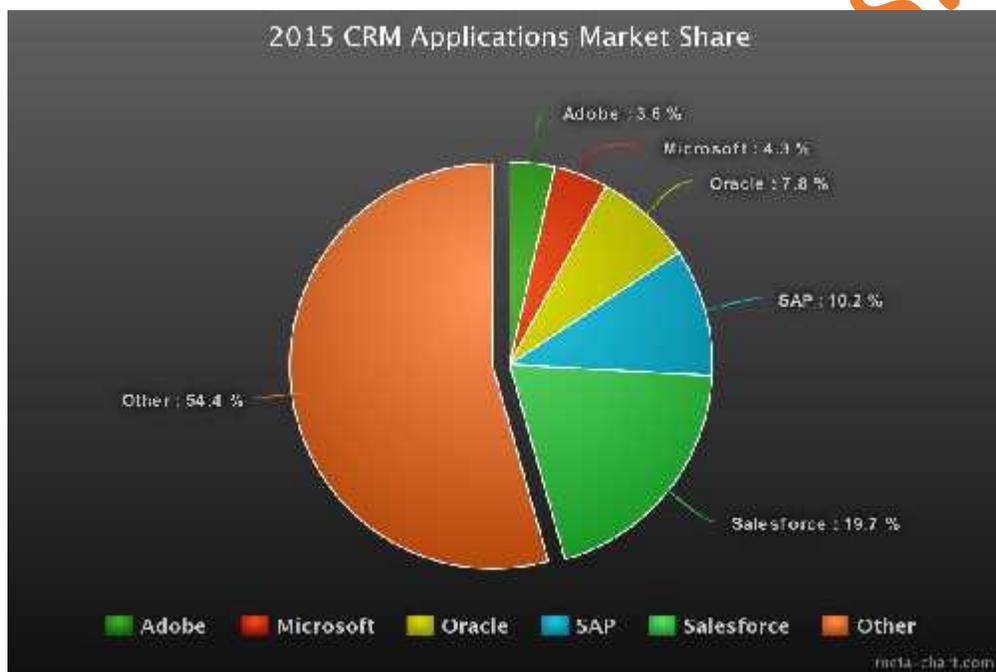


**The other fragmented CRM base takes up the market share of 55.4%.** Given the market size, alternatives to the top players have emerged. Most notable companies that consist the "other" part of the market are **SugarCRM**, **Insightly**, **Nimble**, **Pipedrive**, **Zoho CRM** and **Hubspot**. These programs are generally best suited for very small organizations.

Regarding market growth, when the largest companies are analyzed, it is presented that between 2014 and 2015, Adobe grew the fastest. More importantly, 2017 Forbes article reports that the **worldwide CRM market grew 12.3% from 2014 to 2015.**

2014 2015 Growth (%)
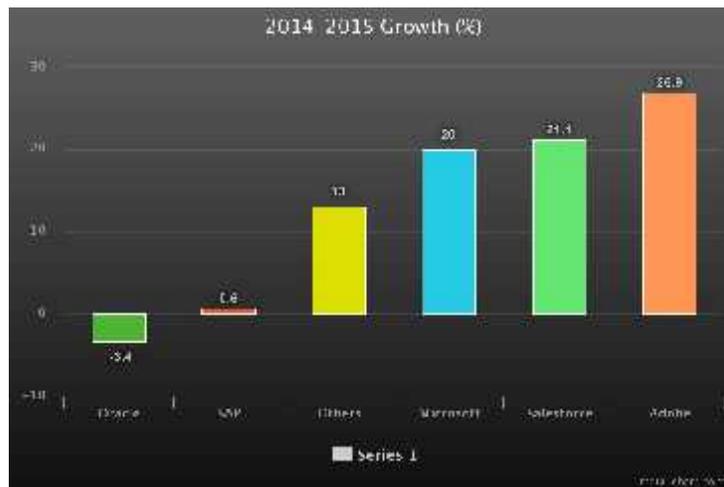
Globally, if the market is dissected by continents, things are even clearer. According to 2016 Gartner, in 2015, most of the revenue **55.7%** in the overall CRM market came from North America. Furthermore, **21.9% of the market belonged to the Asia/Pacific region**, **10.7% in the Middle East/North Africa** and the **rest 10.2% belong to the mature Asia/Pacific.**

There are many other ways to segment the CRM market. According to Markets and Markets, it can be divided by:

- **Type of deployment**: on-premise, hosted and hybrid;
- **Type of application**: marketing, sales, customer experience, support and service, collaborations and innovations;
- **Type of solution**: social monitoring, social listening, social mapping, social management, social middleware and social measurement;
- **Type of service consumers**: Small and medium;
- **Type of verticals**: banking, financial and insurance, academia and government, healthcare, consumer goods and retail, telecom and IT, oil and gas and energy, power and utilities.

Event management software is a product that handles any kind of event, conference, trade show, exhibition and such. **The way a typical CRM event software works is that it manages documents, schedules, sales, reporting, financials, registration and more**. An event manager

can track event details, manage budget and timeline, guest lists. Managers control who can access with setting permissions. Users can also create their own username and passwords.

As a highly efficient and helpful feature of conducting business, there are many reasons to use it. For example, one aspect is easily managing participant's registration and RSVP. After that, by using social media an entrepreneur can convert customer and attendees into promoters. For example, live tweeting from an event can increase popularity and satisfaction. Another useful tool is hands-off email automation. This means that clients will be constantly reminded about upcoming events. Also, analytic tools are track indicators of success as they track information in real time and the user has the option to change the course of action. Ultimately, event success can be measured by analyzing event success metrics.

The way these software works is through registration the host is tracking people who attend an event. Then, with event marketing, it values website visitors and helps make necessary modifications in strategy. With event reports a host records an event report that determines if an event was successful or not. And with onsite event management, real-time management is facilitated by this feature.

**Regarding event management CRM** and its market, event organizers are using event management software more and more. Online registration, booking, and billing, content management, reviewing, venue selection and much more are making the job easier for many organizers. This kind of CRM simplifies the event management activity and makes the event highly effective. Also, a CRM helps organizers develop a unified strategy and keep the lines of communication open constantly.

This is precisely why, according to 2015 Markets and Markets article, **the global EMS markets is expected to grow from $USD 5.44 billion in 2015 to $USD 9.28 billion in 2020, with a CAGR(Compound Annual Growth Rate) of 11.3%.**

According to Technology News Extra 2017 article, the event management software market is segmented into different categories. Regarding components, the market is segmented into services and software. Services are segmented into professional and managed services. On the other hand, software is divided into event registration software, event planning software, analytics software,

venue management software, ticketing software, event marketing software, and others. Regarding organization size, the market is divided into SMBs and large enterprises.

When dissected by territory, according to 2014 PR Newswire article, the global market is dominated by North America and is expected to achieve the highest growth in the future. Europe is second in using CRM for event management purposes. Because of urbanization, the Asia Pacific market is anticipated to grow in the near future. In this particular region, Japan is the biggest spender and adopter of event management software. In numbers, according to 2016 Market Research Future article, **North America's market share is $USD 2.96 billion** and is expected to grow to $USD 6.95 billion to 2022. Furthermore, in relation to CRM event management software, the **Asia-Pacific market is expected to grow from $USD 1.32 billion in 2016 to $USD 2.48 billion in 2022.**

However, at the end of the day, the biggest factors that have fueled the growth of this market are smart phones, social media platforms and most importantly, cloud platforms. There is countless evidence supporting these claims. For example, 2016 Capterra article claims that 44% of attendees of events use mobile event apps. That number is expected to grow in the near future. Almost half of planners use the internet as the primary way of finding event venues.

Also, mobile phone usage for events is still on the rise with 86% of event planners expected to have an app at their event in 2016. **Attendee use of mobile event apps is expected to increase to 94% in 2016, up from 85% in 2015.**

According to "Why Your Business Needs A Mobile CRM" article, **in 2016 there was a market increase use of CRM software on mobile devices**. This could be explained by businesses increasingly adopting cloud-based CRM solutions and allowing their employees to access the software anywhere they go on a smart phone. However, offering mobile CRM access does not just increase use of the software. **When using CRM in mobile devices, statistics have shown a rise in productivity in the workforce of 15%.**

Research conducted by Innoppl Technologies showed that 65% of sales reps who have adopted mobile CRM has achieved their sales quotas. **While only 22% of reps using non-mobile CRM have reached the same targets.** The results are shown in the pie charts below.
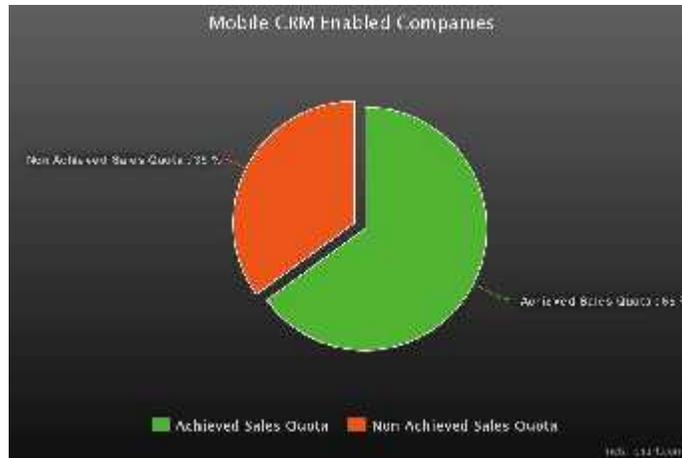
In conclusion, this industry is highly profitable as we can see. According to 2014 Nucleus Research, the **CRM gives an average of \$8.71 for every \$1 spent**. So naturally, companies are continuously making new investments in the CRM platforms. In addition, sales reps saw productivity increase by 26.4% when adding social networking and mobile access to CRM applications – this study also reveals social and mobile help aligns CRM to greater business objectives. From another source, 2014 Big Contact article claims that a CRM can increase revenue per sales person, by a whopping 41%. This statistic alone should motivate investments in a quality CRM system that meets the needs of your company.

At the next chapter, the potential market and clients will be presented.

## POTENTIAL MARKET AND CLIENTS

Generally, event management software automatizes the process of planning. Writing on paper or using Microsoft Word is an outdated technology that is almost never used. Today, with the help of sophisticated features like customized websites, registration and ticketing options the process of creating, improving and facilitating events it has become easier.

Even in the digital era, a typical event planner would employ several different tools to run a single event. A different tool was used for every aspect, from email sending to monitoring. This usually comes with different prices and obligations. This is precisely why CRM event management software is so popular. Its main purpose is to make life easier for organizers and save time, money and produce better and profitable events.

According to a 2017 Grand View Research **CRM is used across seven major applications, including BFSI, retail, healthcare, telecom & IT, discrete manufacturing, government and manufacturing, and others**. These tools are instrumental in addressing customer issues and queries and analyzing their feedback; thus, enhancing customer experience. The growing trend of social media plays a significant role in the adoption of CRM solutions, owing to its transparency in providing customer preferences.

In a 2016 Capterra article, more than 400 event management businesses were surveyed about the software they use. The research was made to see what kind of software they use and why. **Many for-profit and nonprofit industries use event management software and most of them are in the private sector.**

Regarding industry, the **advertising and marketing industry is a leader** in CRM event software usage with 19%. Next is the business services industry with 10%, followed with the banking and insurance with 8%. Education and manufacturing are at the bottom with only 6%. Other industries take 46%, from the total market share.
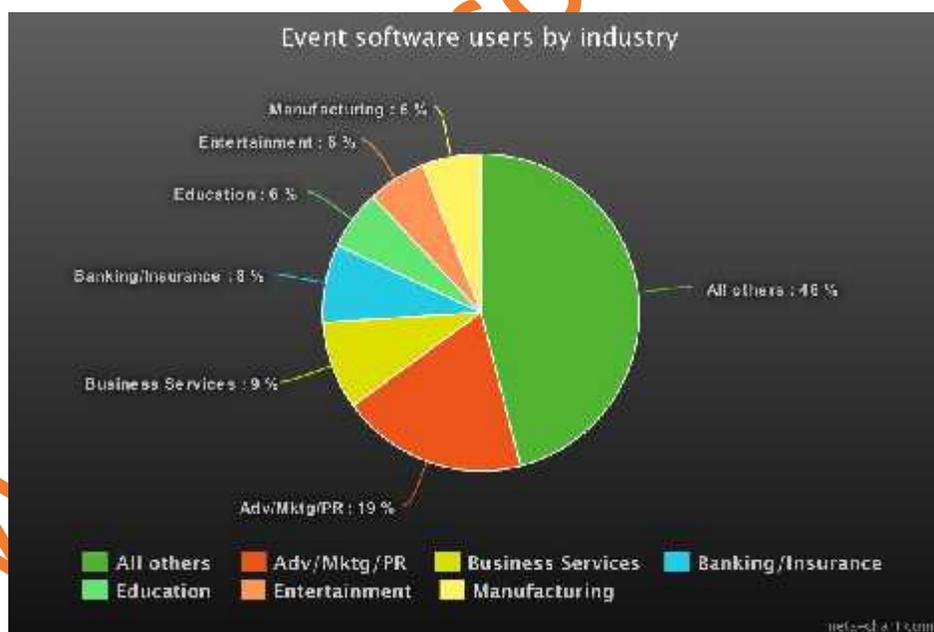


Unsurprisingly, advertising and marketing are number one because their main goal is to attract attention and guests.  Also, CRM event software gives marketing agencies a single solution for managing clients, from request to asset delivery. According to a LinkedIn search, there are **more than 459 thousand marketing and advertising companies as potential clients**.

Banking services, on the other hand, have different requirements. Large decision support databases and data warehouses lead to the increased need for event management. Also, insurance companies are evolving and are challenged by constant service demands and expectations by customers and agents too. This demands instant access to data. From a phone, tablet, etc. According to a LinkedIn search, there are **more than 38 thousand banking companies**. A LinkedIn search resulted in **more than 122 thousand insurance results**.

Regarding business services, it takes up 9% of the total usage as an industry. However, it is important to point out that the term "Business Services" incorporates many branches. GlobalEdge claims that under business service we can incorporate: **consulting, human resource, legal, logistics and shipping and other services.**

Education may come as a surprise. But, the need of organizing education conferences, recruiting fairs, managing meetings, and seminars, promoting student activities and such has contributed to education centers having a need for this kind of software.

Entertainment and the manufacturing industry are the last. But they are also in need for event management. For example, manufacturing is using this for supply chain collaboration organizing industry events. The same applies to the entertainment industry.

As for professional roles, marketing managers and marketing associates use this kind of software. This is because it is cheaper to use a software than to hire an event management team.



Another important aspect is what features are most popular with companies. The **top two features** are meeting and attendee management with 45% each, followed by payment functionality and

employee/management with 43%. At the bottom is financial management with 42%. **This is expected because the main goal of an event is to attract as many attendees as possible while maiming profit in the case of profit organizations, or maximizing donations in the case of non-profit organizations.**
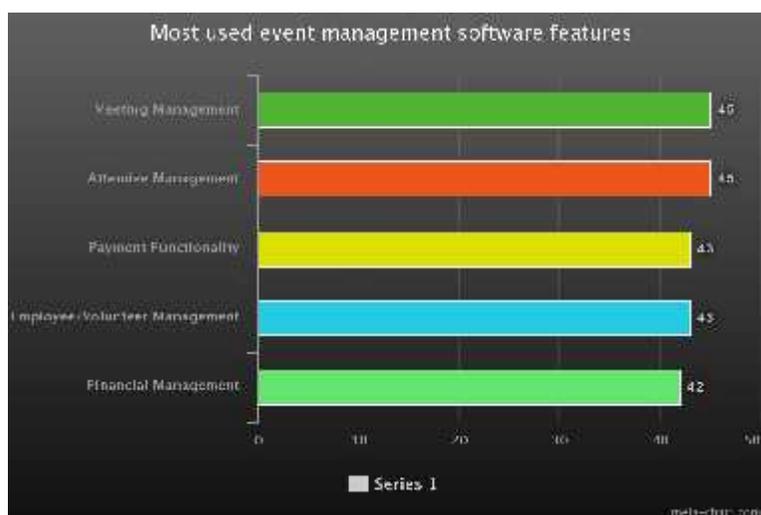


On a side note, there are two ways a software is used. **75% of event management software is web-based and the other 25% is installed.** The split between this and other industries is bigger because event industry has a strong B2C (Business to Consumer) and features like event invitations, ticketing is done online.

Regarding costs, **59% of customers that use event management software spend less than $USD 1 000 a month. 31% of them spend less than $USD 500 and 26% of customers spend between $USD 1 001 and $USD 2 500. Only 15% spend more than $USD 2 500.** The research shows that most of the event managers don't spend many resources on CRM event software.

When divided by industry, **for-profit industries mostly use Meeting Management (45%) and desire Room Block Management (20%).** Comparatively, a **non-profit organization mostly use the feature Attendee Management (45%) and desire Mobile Fundraising features (25%).**

About switching software, **43% of respondents have switches software because it didn't have the right features. 41% no longer supported that software and 31% said the software was too expensive.**

The most important thing for businesses, in general, is profit. When analyzed, 61% of subjects that use CRM event management software claim that their ticket sales increased after purchasing a software. Additionally, **58% of them claim that attendance to their events increased.**

## POTENTIAL CLIENTS

In a globalized economy, the potential for making a profit is endless. There are countless events happening around the world, from weddings, sporting events, festivals, meet ups, conferences and much more. They attract millions of people every year. However, all of them have a thing in common. Every single event requires one thing, organization. Tickets need to be sold, seats need to be reserved, feedback acquired, employees coordinated. This is where a quality event management software comes into play.

Here, different aspects and sources are listed. Firstly event organizers are the ones that need event software to make their job easier. Then, every event needs a software if it wants to be successful, no matter the type. Sporting events, concerts, fundraisers. Everyone goes through the same process. Also, there is another aspect. In the $21^{st}$ century, corporations and even government agencies use CRM event software.

## EVENT ORGANIZERS

There are many potential options to work with in the world of event organizing. The field is large because this subject covers a broad spectrum of events. The vast majority of event organizers do not specialize in a certain type of event. Almost all of them cover many different types such as **commemorative events, conferences, seminars, meetings, team building, networking events, board meetings, weddings, family events and much more.**

Combining that many opportunities, event management have become a huge business. Because there is no shortage of events, event management companies have flourished and become lucrative.

When cross examining multiple sources like 2017 Advisory HQ article, SocialTables article, 2016 Trending Top Most article, The International Man article, some of the best event management companies in the world are:

- [Bassett Events](#) - a Canadian company, it focuses on dealing with non-profit and charity organizations. They specialize in media relations, décor, sponsorship management and more.

- [Bluefish](#) - a company based in Dubai, they mainly operate in the Middle East. This company deals mostly with any type of corporate and charity event, from conferences to networking meetings. Some of the services they provide are event concept, multi-language translation, Twitter live streaming and more.

- [Rafanelli Events](#) - a Boston based company, Rafanelli organizes everything from a corporate event to fundraisers and private parties. They organize more than 100 events a year.

- [Wonderland](#) - a company with offices in London, New York, and Miami, they operate in all field including conferences. The services include brand strategy, event design, experimental marketing, team building and more.

- [Eventive](#) - this company focuses on brand management. This company mostly focuses on working with corporate clients.

- [Eventique](#) - a New York event planning company, they work with all types of events, from corporate team building, conferences, concerts and much more.

- [The Special Events Company](#) - with almost 30 years of experience, this company specializes in many aspects of event management, from corporate meetings, conferences, fundraisers, team building, international events are more.

These kinds of companies are in need of an event management software because it makes their job easier. People that work in the industry need to worry about different aspects and contact many actual and potential customers at once. **This is why this kind of software enables entrepreneurs to handle multiple tasks at once.**

## EVENTS

However, there is another aspect of the business. For event companies to profit and work, there needs to be a demand for their services and a certain community of events happening in a region. There is a large plethora to choose from. For example **, conferences, festivals, concerts, sporting and other kinds of events are a good source to create potential clients.**

Conferences are one of the most common and popular types of events. According to a Port article, there are several types of conferences such as **conference, symposium, seminar, colloquium, workshop, roundtable etc**. they can also be segmented as **academic, medical, business, training, internet conference etc.**

Regarding conferences, from sources like 2017 Inc Article, 2017 Forbes article, 2017 Fire Nation article, a summary of the most famous and attended conferences can be drawn. Some of the most popular are:

- World Business Forum - a gathering of inspirational speakers and a great place to get inspired.
- Tech Crunch NY - on of the hottest tech conferences, it features startups and celebrity tech speakers.
- Techweek - another tech conference, it brings the IT community together and is a great place for networking and exchanging experience.
- Forbes Summit Group - a gathering place for the best innovators, experts, and industry influencers.
- Grow Conference - the focus here is put on one of the most important aspects of business, growth. A meeting place for many inspiring entrepreneurs and industry leaders.

Additionally, concerts and music festivals are and an excellent place for event management simply because there are a lot of people visiting them. They are mostly divided by the music played. A 2015 Odyssey article groups music concerts in the **alternative, country, classical, EDM/rave, rap, oldies and festivals with different kind of music played**. According to 2016 Festicket article, 2017 Fuse article and 2017 Grammy article, some of the most famous and attended music events are Tomorrowland, Lollapalooza, Coachella, Firefly and much more.

On the other hand, some of the top sporting events, according to 2017 Telegraph article, 2017 Sports Illustrated article and Pledge Sports article, are Tour de France, Australian Open, NBA Finals, Super Bowl and more.

There are a number of event businesses in each group that are happening ones in a year or on every 2-4 years. For example of **international or local fairs, trade shows and exhibitions** in each industry. The following websites are presenting many events of different kind and they can be very good sours of potential clients, for example expodatabase.com, eventseye.com, and thetradeshownetwork.com etc.

In this category also we can include and the social events as **different meetings, gatherings of groups** for example, trips, adventures, debates, discussion for book, coffee meeting, and many different events that special group can do together and they have common purpose.

## GOVERNMENT AGENCIES AND CORPORATIONS

At the end, not only small, medium companies and individuals use CRM event management systems. They are incredibly useful for large corporations and government/state agencies as well.

According to 2015 Data2CRM article, modern government institutions are managed very similar as businesses. This is because quality and efficiency are a top priority. Also, citizen's expectations are growing rapidly. So, CRM is used by the public sector for reasons like automating public information/centers, managing strategic planning, completing tasks faster and easier, tracking contacts, cutting expenses and raising citizen satisfaction rates.

On the other hand, big companies are not immune to using CRM either. Naturally, customers are an important aspect that must not be neglected. This is why a good CRM management system is crucial for every large company. A good and efficient system allows a large corporation to register contacts, track customer interactions, arrange and store customer data. Also, **large companies are known for organizing internal events and conferences.** This is where a good event CRM comes into play.

Also there are marketing camping supported with events that can be personalized and this kind of tools for event management will help the event to be easily organized. It does not matter is it for profit, non-profit or governmental organization.

Different CRM, that offer the same or similar service will be presented below.

## COMPETITIVE LANDSCAPE

As it can be seen by the market analysis, Customer Relationship Management software is becoming more and more popular. Effective and efficient customer interaction is a crucial part of conducting business and that is why many companies offer their services by creating and promoting software that handles that aspect.

## DIRECT COMPETITION

After an extensive search and cross-examination of results, several lists were found. For example, a 2017 G2 crowd search pulled up 80 results, a 2017 Capterra search pulled up 353 results and 2017 Software advice search pulled up 36 results. An addition was made with AlternativeTo that compares and provides similar application and software. This produced a definite and comprehensive list because most of the products were present in every site ranking. **The list was made of the most popular CRM event management software tools.** They were analyzed by the 4 main CRM characteristics, does the Competitor:

- Helps a host open an event;
- Have a volunteer from the organization contact him;
- Have a guest that can join an event;
- Can match between host and speakers;

These characteristics are checked and after that presented in the table below with Yes or No.

| Name of App: | Description: | Host Opens an Event | Contact Volunteer | Guest Join | Match | Features |
|---|---|---|---|---|---|---|
| **Bizzabo** | Cloud-based event manager for a conference and corporate events. | Yes | Yes | Yes | No | • Management features (Contact management, registration, and ticketing, agenda management);<br>• Marketing features (Event marketing tools, event website builder, polls, and surveys);<br>• Networking and event application;<br>• Reporting and analytics functions; |

| | | | | | | |
|---|---|---|---|---|---|---|
| | | | | | | • Mobile applications: Android and IOS;<br>• Sponsorship opportunities;<br>• Integration;<br>• Free trial; |
| **Gather** | Cloud-based event manager primarily for the hospitality industry. | Yes | No | Yes | No | • Management features (Calendar, auto-generated docs, daily digest email, team communication);<br>• Sales Features (booking inquiry lead widget, PCI DSS Compliant system for payment);<br>• Guest-friendly easy to use platform;<br>• Tracking progress (event performance monitoring, lead source tracking);<br>• Mobile application: IOS and Android; |
| **Eventbrite** | Cloud-based event manager for charities, conferences etc. | Yes | Yes | Yes | Yes<br>(Only for attendees) | • Event registration and ticketing;<br>• Ticket and payment options;<br>• Promotional tools;<br>• Reporting and analytics;<br>• Day-of event operations;<br>• Integration (Mail-chimp, hub-spot);<br>• Mobile applications: Android and IOS;<br>• Free demo; |
| **Cvent** | Cloud-based event manager for midsize organizations. | Yes | No | Yes | No | • Event management features(Registration, payment, event reporting);<br>• Onsite solutions (OnArrival, SocialWall);<br>• Event marketing features (custom websites, emails, calendar);<br>• Advanced features and integrations;<br>• Mobile applications: Android and IOS;<br>• Free demo; |
| **Eventzilla** | Cloud-based event manager that creates | Yes | Yes | Yes | No | • Event management features (Waiting list, mobile checking, ticketing, and payment); |

| | | | | | | |
|---|---|---|---|---|---|---|
| | an event page, send email invitations and collect payments online. | | | | | • Promotional tools (social media);<br>• Mobile applications: Android and IOS;<br>• Free for free events; |
| **PurplePass** | Cloud-based event manager for small and midsize organizations. | Yes | No | Yes | No | • Presale features (Online, phone, outlets, back-end sales);<br>• Sale features (Sales tracking, Salesforce CRM Integration, real-time sales alerts);<br>• Reporting and analytics (comprehensive sales and marketing data, export to excel);<br>• Integration;<br>• Fulfilment options;<br>• Mobile applications: Android and IOS;<br>• Free demo; |
| **RegPack** | Event registration, attendee management, client management, event sponsorship, travel, and ticketing. | Yes | Yes | Yes | No | • Event management features (Group registration, automated communication, file uploads);<br>• Marketing features (surveys, badge printing, variable pricing);<br>• Reporting and analytics (filtering, statistics, data porting);<br>• Free demo; |
| **Splash** | Design beautiful event pages, own leads, sell tickets and manage communications. | Yes | No | Yes | No | • Design features (Live edit, on-brand editing);<br>• Marketing features;<br>• Workflow features;<br>• On-site features;<br>• Integrations;<br>• Reporting and analytics (custom data dashboards, attendee intelligence, engagement tracking);<br>• Mobile applications: Android and IOS;<br>• Free demo; |

| Snaffle | Allows guests to register and check in for events. | Yes | No | Yes | No | • Management features (registration, VIP arrival alerts, live notifications);<br>• Marketing features (branding, badges, email invitations);<br>• Reporting and analytics (data export, SSL data encryption, live statistics);<br>• Mobile apps: IOS;<br>• Free demo; |
|---|---|---|---|---|---|---|
| Etouches | Cloud based, success oriented platform allowing Corporations, Associations, PCOs, Agencies, Education Institutions and any event organizer to manage all aspects of an event. | Yes | No | Yes | Yes | • Event registration features;<br>• Website features;<br>• Marketing and email;<br>• Networking and matchmaking;<br>• Event budget manager;<br>• Event goal and analytics;<br>• Mobile application: Android and IOS;<br>• integrations, API & gateways;<br>• Free trial; |
| Eventnut | An event software platform that helps organizations increase event success. | Yes | No | Yes | No | • Registration mode<br>• Online ticketing<br>• Custom event website<br>• Custom social promotion<br>• Search engine optimization<br>• For every ticket sold through EventNut, the fee is $USD 1 + 1% of the price of the ticket. The cap on a total fee per ticket is $USD 10. For tickets sold through other companies, the fee is $USD 0.99 + 2.5% of the price of the ticket. |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Eventleaf** | Is a software solution suitable for all event types, from conferences to meetings and work shops | Yes | No | Yes | No | • Person can create events<br>• Customize registrations<br>• Choose a currency<br>• Send invitations and order tickets online<br>• The desktop software costs $USD 1500 and the complete system software cost starts from $USD 1988. Furthermore, there is a payment per-transaction fee of $USD 2 and an organizer per-transaction fee of $USD 1 and 3% of transaction amount. The mobile apps per-attendee registration fee is $USD 4. If the event is free, there are no fees. |
| **Weemss** | Suited for every event type, from workshops, charity events, meetings, and conferences. Has customizable features. | Yes | No | Yes | No | • Event Registration<br>• Ticket sales<br>• Direct communication with clients<br>• 2.5% per ticket for event ticketing ($USD 0.59 minimum & $USD 24.02 maximum per ticket) and registration, 2.9% per ticket for reserved seating ($USD 0.59 minimum & $USD 24.02 maximum per ticket), 3.5% per entry for awards management $USD 3.55 minimum & $USD 11.98 maximum per entry). For large events or the enterprise package, the price is custom. |
| **Attendize** | An open-source ticket selling and event management application. | Yes | No | No | No | • Suitable for event organizers<br>• Manages the process, from refunds, messaging, event statistic, tracking sales to accepting payments.<br>• Free software |

| Tito | Service for selling event tickets and managing attendees. | Yes | No | Yes | No | • Pre-selling<br>• Checking attendees<br>• Generating reports and full data exports<br>• For free and charity events, there is no fee. The Tito fee is 3% per ticket and for the community and non-profit events is 1% per ticket. There are also payment gateway feet for Stripe. The complete pricing list can be found here. |
|---|---|---|---|---|---|---|
| Picatic | A registration platform for event organizers that want to manage and promote their events. The app. | Yes | No | Yes | No | • Add ticketing to any website or app<br>• Mobile device event management<br>• Google Analytics<br>• The basic feature is free. The pro feature costs 2.5% + $USD 1 per ticket (capped at $USD 15 per ticket) for service fee and 2.9% + $USD 0.30 per transaction for a credit card fee. There is an enterprise feature with an undisclosed price. |

In conclusion, a list of top 16 direct competitors is provided. The first and most common feature is that all apps are cloud-based. Regarding price, there are some divisions. For 7 apps, pricing information is available:

- Snafflz charges $USD 59 for Pro 500, $USD 99 for pro 1500, $USD 49 for Premium 300 and $USD 169 for Premium 600. For a yearly Diamond subscription, Snafflz charges $USD 1 890.
- Etouches has a standard price per registration and fixed annual fee for enterprise pricing. On the other hand, the basic package is $USD 4 000 - $USD 7 000, the standard $USD 7 500 - $USD 15 000 and the deluxe +$USD 15 000.
- Eventnut has two different fees: $USD 1 + 1% of the price of the ticket for tickets sold through Eventnut and $USD 0.99 + 2.5% of the price of tickets sold through other companies.
- Eventzilla has two features, basic and pro. It charges depended on ticket price.

- Eventleaf charges their software $USD 1500 and the complete system software cost starts from $USD 1988. They also charge per-transaction fees.
- Weemss charges 2.5% per ticket for event ticketing ($USD 0.59 minimum & $USD 24.02 maximum per ticket) and registration, 2.9% per ticket for reserved seating ($USD 0.59 minimum & $USD 24.02 maximum per ticket), 3.5% per entry for awards management $USD 3.55 minimum & $USD 11.98 maximum per entry). For large events or the enterprise package, the price is custom.
- The Tito fee is 3% per ticket and for the community and non-profit events is 1% per ticket.
- Picatic has a free basic feature and a pro one that costs 2.5% + $USD 1 per ticket (capped at $USD 15 per ticket) for service fee and 2.9% + $USD 0.30 per transaction for a credit card fee.
- Eventbrite passes the fee on selling tickets.
- RegPack calculates the price depending on a number of applicants.

When features are analyzed, **all 16 competitors have the option for a host to open an event**. 4 software have the option a volunteer to contact the host**. All 16 software on the list has an option for a guest to join a group or a salon.** Regarding matches between hosts and speakers, only Etouches provides that option. Eventbrite offers   similar option but just for attendees.

INDIRECT COMPETITION

After an extensive search and cross-examination of results, several lists were found. For example, a 2017 Something Different article, 2017 FitSmallBusiness article, 2017 PCMag article and 2016 Capterra article. However, for this research about CRM competition, a 2015 Zapier article was used as the most comprehensive and detailed source available that contains most relevant companies on the market. Because the market is large and there are many companies that produce this kind of software, companies were divided into four parts according to their type. The first, **contacts**, conversations are centered on individual people. **Conversational CRMs** are used for tracking partners, building stories and other conversational processes. **Leads and deals** are designed around moving contacts through a sales process and tracking people who are potential customers. **Multipurpose CRM** is apps that have the option of selecting multiple apps and use them together in one place. The table is presented below:

| CONTACTS | | |
|---|---|---|
| Name of App: | Description: | Price: |
| **Google Contacts** | Address book built into Gmail. | Starting at **$USD 5**/user/month. |
| **Highrise** | Project management app. | **$USD 29**/user/month. |
| **CleverTim** | Quick summary of contact's info. | **$USD 10**/user/month, 2 users free. |
| **Insightly** | Deep Google integration. | **$USD 12**/user/month, 2 users free. |
| **Vtiger** | Manage contacts, find leads, close sales. | **$USD 10** starter/user/month, up to users help desk free. |
| **OnePageCRM** | Fast and easy to use. A really simple CRM. | **$USD 12**/user/month. |
| **Act! Cloud** | Advanced contact manager. | **$USD 35**/user/month/Premium Cloud; **$USD 10**/user/month/Act Essentials; |
| **Capsule** | Contact list organizer. | **$USD 10**/user/month, 2 users free. |
| **Solve** | Customizable software, integrated with Google Apps. | **$USD 25**/user/month, minimum 4 users. |
| **Nimble** | Contact list/social network creator. | **$USD 25**/user/month. |
| **Batchbook** | Fully integrated with HootSuite. | **$USD 19.95**/user/month. |
| CONVERSATIONS | | |
| **Nutshell** | Pulls in your Gmail conversations | **$USD 19**/user/month. |
| **Streak** | Shared email inbox with Gmail power features. | **$USD 39/**user/month, 1 user free with basic features. |
| **Cotactually** | Email conversation app. | **$USD 45**/user/month. |
| **SalesforceIQ** | Email conversation sharing app. | **$USD 25**/user/month. |
| **Close.IO** | Phone and email conversation app. | **$USD 65**/user/month. |
| LEADS AND DEALS | | |
| **HubSpot CRM** | Marketing automation tool. | **Free**-CRM Software; **$USD200**/user/month-Marketing Soft; **Free**- Sales Software; |
| **ClinchPad** | Basic details lead and contact organizer. | **$USD 9**/user/month. |
| **PipeDrive** | Sales process over the viewer. | **$USD 12**/user/month. |

| | | |
|---|---|---|
| **Prosper works** | Gmail integrated with access to tracking leads, deals, contacts, and conversations. | **$USD 24/**user/month, up to 5 users. |
| **Zoho CRM** | Word processing, spreadsheet apps, hosted email service, accounting apps. | **$USD 17.5**/user/month, 10 users free. |
| **Base** | Simplifies workflow and contact info. | **$USD 45**/user/month, up to 3 users. |
| **Pipeline Deals** | Shows latest activities, tasks, and progress. | **$SUSD 25**/user/month. |
| **Pipeliner** | Turns contacts and deals into graphics. | **$USD 25/**user/month. |
| **SugarCRM** | Contact focused. Tracking leads and deals. | **$USD 40**/user/month. |
| **Salesforce** | A built-in platform. | **$USD 25**/user/month, up to 5 users. |
| *Multipurpose CRM* | | |
| **Podio** | 700 business apps. | **$USD 9**/user/month. |
| **Odoo** | 30 business apps, hundreds of integrations. | **$USD 16.5**/user/month online, up to 1 app free. |
| **TrackVia** | Tool for building your own database-powered apps online. | Custom pricing available upon request. |

In conclusion, an extensive list of CRM companies has been provided. Regarding price, there are many variations. Apart from TrackVia, all other have their pricing publicly available. The price range is from $USD 5, the cheapest one, to $USD 200, the most expensive. **As a disclaimer, prices presented are the lowest price for one user per month**. Different prices are available for packages, ex. 5 or 10 people, and different kinds of services, premium and such.

There are also different tools and apps for hosting events. Some of them, like Facebook Events, are created and promoted by social media. When searching for similar platforms, analyzing alternatives for events from Facebook, alternatives for Meetup and alternatives to Attendize many similar platforms can be found. The most popular and common are listed below:

- Facebook Events - is a standalone app that quickly and easily informs people about a certain event. The event can be promoted on many social networks, websites and such. This app is available on iOS and Android as well. **This is a free app**.
- Meetup - is a network of self-organized community groups. This app helps people with shared interests organize meetings and gather in clubs around the world. **This is a free app**.

- [Collaborism](#) - is the first online collaborative workspace for entrepreneurs, engineers, and creatives in general. **This is a free app**.
- [Openki](#) - is a web platform where a person can organize or take part in lectures, workshops or discussions. Its main goal is an easily accessible education for everyone. **This is a free platform**.
- [WotNow](#) - is a mobile social event tool focused on time-based events in the form of a calendar. The app alerts the user about events happening nearby. **This is a free app**.
- [100mph](#) - is a platform that connects individuals or groups that have similar interests, hobbies or play the same sport. This integrated app helps find, schedule and organize events between like-minded people. **This is a free app**.
- [Lanyrd](#) - is a mobile and web platform where a user can add, find events and conferences. Conferences are sorted by topics. There is an option to track what's going on during a conference, what is being tweeted and what links are hot. **This is a free app**.
- [Brüha](#) - is a website and mobile apps platform that allows for a person to create, manage an event totally free of charge. One of its strongest features is an online ticket sale option. **The app contains a service and card processing fee.**
- [Eventify](#) - is used for conferences, shows or concerts. This app allows event organizers to register participants, accept payment, and customize registration information and much more. **This is a free app**.
- [Meeting Application](#) - is an event app that makes event management more effective. It allows direct communication with the target audience and hosts can create events of any type and size. **The basic plan costs $USD 499, the medium $USD 999, full plan $USD 1499 and the price for the full-featured enterprise event app is undisclosed. Additional services are also available up to $USD 1000.**
- [Confetti](#) - is a site builder from scratch that offers an option such as online ticket sales, handling sign ups and much more. Additionally, attendees can share events on social media and send invites. **The starter pack is free. The unlimited pack costs $USD 50/month paid yearly and $USD 75.5 paid monthly.  For a single event, the cost is $USD 126.**

We can conclude that the competition segment is large and differentiated. This is mainly because competitors offer a variety of solutions for event management, from using software, social

platforms or apps, and tools. There are different ways that people use new technologies to make their life easier.

## SUMMARY

With a complete and thorough market research of the CRM industry, we came to the conclusion that the CRM industry is in expansion and is expected to grow even more, considering the rapid technology changes that increase the need for information management and fast adaptation to the new technology trends. The CRM market is **showing a 15.1% CAGR (compound annual growth rate) from 2012 to 2017 and is expected to reach $USD 81.9 billion by 2025.** These numbers mean that the competition is fierce and there are many companies providing CRM systems with different and new features. However, the **top 5 CRM software vendors took up more than 45% of the total market in 2015** and have been increasing their share in the last couple of years. An important part of succeeding in the CRM industry that leads these companies to take a big part of the market share is making the software available anytime and anywhere, regarding the **market increase use of CRM software on mobile devices in 2016,** that lead to **a rise in productivity in the workforce of 15%.** Considering this information, **the use of social networking and mobile access** plays an important role in succeeding in this market, since it is of essential need the CRM software to be accessible everywhere.

The Event CRM market, as an important part of the CRM market, is widely used by many different kinds of companies. Nowadays, hosting and organizing events is an everyday activity that needs good and time-efficient management, which means using an event CRM software that helps throughout the whole process and is easy to use and accessible everywhere. This is precisely why, according to 2015 Markets and Markets article, **the global EMS markets is expected to grow from $USD 5.44 billion in 2015 to $USD 9.28 billion in 2020, with a CAGR (Compound Annual Growth Rate) of 11.3%.** When dissected by territory, according to 2014 PR Newswire article, the global market is dominated by North America and is expected to achieve the highest growth in the future. Europe is second in using CRM for event management purposes. Because of urbanization, the Asia Pacific market is anticipated to grow in the near future. In this particular region, Japan is the biggest spender and adopter of event management software.

Since the research shows a great potential in an expanding market, it is no surprise that **many for-profit and non-profit industries use event management software and most of them are in the private sector.** Regarding industry, the advertising and marketing industry is a leader in CRM event software usage, followed by the business services industry, the banking and insurance and education. Another important aspect that defines the potential customers is what features are most popular with companies. The **top two features are meeting and attendee management** with 45% each, followed by payment functionality and employee/management with 43%. At the bottom is financial management with 42%. This is expected because the main goal of an event is to attract as many attendees as possible while maiming profit in the case of profit organizations, or maximizing donations in the case of non-profit organizations. The use of event CRM software helps with these purposes: **61% of subjects that use CRM event management software claim that their ticket sales increased** after purchasing a software. Additionally, **58% of them claim that attendance to their events increased.** Furthermore, the potential client market is expanded. Because large events that hold many spectators and visitors are a common thing in the 21$^{st}$ century, a couple of potential customers are analyzed. Event organizers are people and companies that specialize in organizing different types of events, such as weddings, conferences, charities etc. Also, the events can be viewed as potential customers because they always need a solution how to function better and more efficient. Additionally, corporations and government agencies are included because of the growing need for customer satisfaction and responsiveness, even in these kinds of organizations.

The main reason for this rapid market growth is once again the global use of smart phones, social media platforms and most importantly, cloud platforms. These important aspects are the main field for competition on the event CRM market. Regarding this competition, the event CRM software is a product with many different features used by the many companies as different USPs (unique selling propositions). However, most event CRM systems have some thing in common: their purpose to make the event management process easily organized and accessible. The direct competitors for a new event CRM system would be systems like <u>Bizzabo, Gather, Snafflz, Etouches</u> etc. as some of the highest rated event CRM systems with many different features. After comparing them, we've discovered that while many of the direct competitors have most of the criteria features, only one of them <u>etouches</u> has the match feature. The overview of the indirect competition shows many competitors with a different kind of CRM software for various purposes,

such as Highrise, Nutshell, HubSpot CRM, Podio etc. An additional group of competitors is analyzed. This is comprised of software tools that have the function of managing and hosting events. Most popular representatives of this type are Facebook Events, Meetup, WotNow etc.

In conclusion, the event CRM software's market potential is very promising. Taking into consideration the industry growth, the increasing number of potential customers and the increased need for a software that would make event management easier and better.