

Engagement Suite

The Blackthorn Engagement suite is your one-stop shop for Salesforce-native applications for optimized customer engagement. Our super savvy Salesforce apps allow you to efficiently manage events, handle payments, maximize your communication channels via SMS, remain compliant, and offer customers/constituents/donors new e-commerce opportunities.

Discover the apps designed to level-up your Salesforce org



Blackthorn Events is a Salesforce-native application that gives you the tools to fully manage your event registration, communications, and impact measurement directly in Salesforce. All of your data is real-time, actionable, and accessible from anywhere, so empower your team to tell a deeper data story through clearer reporting on stakeholder engagement.

Blackthorn Payments is a Salesforce-native application designed to equip your organization to transact directly in Salesforce regardless of data model or industry. Easily set up one-time, subscription, self-service, and mobile payments directly within your CRM, connected to your existing customer data. Empower your team with real-time insights and realize your pay-ins and pay-outs more easily. From subscriptions to mobile & field service payments, Payments is money in the bank.



Blackthorn Compliance helps your team quickly find and secure sensitive data throughout your entire Salesforce org so you can stay compliant with PCI & personal data regulations. Proactively find vulnerabilities by automating the search & mask process to take human error out of the equation so you can enjoy peace of mind. Even extend this functionality to email, attachments, and Live Agent to ensure data compliance across all of your connected tools.

Blackthorn Storefront is a Salesforce-native eCommerce app that allows organizations to easily manage one or more customizable online shops for digital goods, services, and enrollments. Personalize your stakeholders' digital shopping experiences by connecting marketing communications and building out automated workflows. eCommerce doesn't have to be complicated when it's part of your CRM.



Why the Blackthorn Engagement Suite?

The Blackthorn engagement suite gives organizations the ability to efficiently and accurately collect and activate stakeholder data. Our apps effectively scale your key engagement channels by connecting them directly to your Salesforce org to capture, unify, and activate your audience data, building relevant experiences and stronger relationships.

Key Benefits

Accurate data helps your organization bring precision to your personalization, which in turn builds trust with your stakeholders and ensures repeat interactions/engagement. Build personalized journey's to properly engage your stakeholders. Capturing actionable data helps your team build the communication flows that engage your stakeholders and it works best when it's in Salesforce.

1. Drive Growth

Create a cohesive customer experience across all channels that includes connecting customer communications, event engagement, subscriptions & transactions, and data compliance directly within your single source of truth: Salesforce.

- **Connected Touchpoints:** Deliver optimal experiences at every touchpoint
- **Continuous Conversations:** Build true two-way relationships with your stakeholders
- **Omni-Channel Optimization:** Mobile optimize every interaction with your stakeholders.

2. Invest in a Scalable Data Strategy with CRM-Nativity

Double down on your Salesforce investment to adapt & innovate with your data by making Salesforce your single source of truth for all customer engagement data.

3. Build a Stakeholder-Centric Online Approach

Transform reactive responses into proactive, two-way conversations. Send outbound messages and preempt the customer's experience during a reactive engagement.

- **Low-Effort Experiences:** Ability to reduce customer effort to engage and complete transactions
- **Personalized Content:** Prioritize precision in your personalization - collect accurate data and drive customer loyalty
- **Detailed Reporting:** Zoom in and out on every customer interaction. Collect actionable customer data across channels

4. Empower your Team with Click-Based Tools

Build beautiful end-to-end experiences with clicks, not code (unless you want to). Save your team time, money, and effort by streamlining your processes and tech stack with Blackthorn apps.

By incorporating these principles into your engagement model, you are providing a wraparound engagement model for your customer interactions. The Blackthorn Engagement Suite moves your customers through this engagement model and shows them that you know their needs, their wants, and their goals whether it's at events, through field sales, or conversational text messaging in Salesforce - your home for customer data.

Our Apps.

Your Customized Use Case.

Sporting Clubs

Get your Salesforce org back in the game with Blackthorn Events – the ultimate fan engagement tool. From ticketed events (general seating) to VIP and specialty engagements, Blackthorn Events gives you the capability to monitor your fan's journey from their first ticket purchase through their entire fan lifecycle. As a Salesforce-native suite of tools, all of your fan engagement data is available in real time for your team members to report, adjust, and act according to your playbook. Whether that's deep audience segmentation with the assistance of CRM-A and Tableau, or hyper-personalization with individualized journeys in Marketing Cloud and MC Account Engagement (Pardot) – give your fans a VIP experience before they enter through the gates.

With all of your data on a single engagement platform, it's easy to inform target supporters about upcoming theme games or community events by integrating your attendance data into campaigns via SendGrid or Marketing Cloud. Once you have your fans engaged and attending, it is time to incorporate Payments for a seamless registration or donation experience. Collect subscription payments, membership fees, usage costs, or even fundraising pledges directly from your Salesforce environment – no cumbersome integrations required.

Adding Blackthorn's Engagement Suite to your team elevates your starting line-up and ensures you have the right players on the field to make your fans feel like they are playing for the winning team every time!

Member Associations

Member-centric organizations exist for the benefit of their members and the advancement of their industries, but the choices for supporting those goals generally produce a disjointed tech stack of applications or an all-in-one tool that attempts to meet every use case without a central platform for growth. Blackthorn's Engagement Suite is designed to show you a new way forward, incorporating tools and apps that sit natively within Salesforce, the world's most powerful CRM, to bring your members together and delight your staff with modern, automated efficiency.

By implementing the Blackthorn Engagement suite to manage events, SMS & email communications, and payments for any one-off and subscription transaction, your core engagement data is now centralized on an enterprise CRM with real-time reporting and 'anywhere access' on desktop and mobile. From new member acquisition events to chapter meetings and conferences (hybrid or on-site) – Blackthorn Events allows you to manage tickets/registrations, attendance records, attendee communications, and more without ever leaving your Salesforce org. Your staff can even check in members on the fly with our Mobile Check-in App designed for both online and offline usage.

Blackthorn Payments extends your CRM to collect payments for subscription membership or recurring donations as well as one-off services such as event registrations, donor pledges, room rentals, association management fees, directory listings, and more. Your organization can get paid faster with fewer fees and your accounting team can track all receivables and payouts in real-time from the same system your membership, marketing, and education teams use for mission-driven activities. All confirmed payments, receipts, and invoices are sent automatically so you can focus on your members and not your technology.

The Engagement Suite provides the app to help put your member at the center of your organization and keeps your data organized so your staff can always show your stakeholders that they know them in impactful ways.



Blackthorn.io

Engagement Suite

All in one place.
Always on Salesforce.

