

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.

Non-Profit

Blackthorn Events is the ideal solution for impact-driven organizations looking to host fundraising, mission-driven, gala, and other events that require individual, family, and group-based registrations. From community service events to volunteer opportunities and coordinated national fundraising events, utilize the Blackthorn events app for:

- Salesforce-native Event Registration and Management
- Custom question reporting and attendee insights
- Mobile Check-In & Badge Printing
- On-site & Virtual Attendee Management
- Donation & Registration processing
- Invaluable data enhancements for your recruitment stakeholder & fundraising CRM

Once your event is created, the next step is to manage communication to potential attendees by sending reminders and updates about upcoming events. Engage with current or prospective donors through SMS, creating the highest likelihood of engagement with open rates averaging 95%! With Blackthorn Messaging, you can use SMS to reach out through multiple communication channels to engage donors worldwide, reach out to attendees with critical updates, and schedule reminders about upcoming activities. You can even connect SMS to Cases so social service organizations can engage in 1:1 and group conversations when email or other avenues are unavailable.

With boots on the ground and a communication strategy secured, your team is ready to offer a direct call to action through Storefront. Looking to distribute access to digital media? Need to make it easier for stakeholders to donate? Is your organization selling digital affiliation badges?

With Storefront, you can build access to any digital good or service, including tours, courses, or other engagements. Connect your Storefront offerings with automation flows that connect the purchases to all the necessary systems, alerts, and engagement tools on the backend.

Bonus Round: *If you don't have a system for connecting events/courses to certifications, credentialing, and credit accrual processes - you can connect Storefront to Blackthorn Events with custom flows and track end-to-end learner engagement.*

With donors and stakeholders interacting on Storefront, your institution may see an increase in payment processing. You will need a system to process multiple payments from the online courses to donation payments, and that's where Blackthorn Payments comes into play. Keep your entire transactional process in-house and connected to the constituent records in your CRM. Now you can see all your donors, your pledges and payments, and your engagement data in one place - with full invoicing & receipting included. Stripe users can connect their digital properties to a single, branded Checkout experience that includes all the modern payment methods your stakeholders expect, like Apple & Google Pay.

Enhance your ability to take donations from anywhere by adding Mobile Payments to your Salesforce org. Now your staff and volunteers in the field can connect Stripe card readers to their mobile devices and take advantage of their real-time conversations with potential donors to take payment immediately - no pledge follow-up required.

All of Blackthorn's Payment functionality can be connected to Nonprofit Cloud's Accounting Subledger app with just a few clicks - enabling your organization to track credits & debits in CRM and output that sub-ledger data in your accounting system's preferred format.

Protect your learner information and reduce the risk of credit card, banking, or unencrypted PII entering your Salesforce instance with Blackthorn Compliance. You may already have Salesforce Shield in place to encrypt access and monitor your platform history, but the addition of Blackthorn Compliance closes the functional gap in Shield - it prevents that patterned, errant data from ever entering the system.



Blackthorn.io

Engagement Suite

All in one place.
Always on Salesforce.

