

Yesplan 

 **Activity Stream**

<https://www.activitystream.com/>

Agenda for today

Yesplan 

Planning

10:00 - 10:25

 **Activity Stream**

Marketing

10:30 - 10:55

Please get in touch!



Violet Tolpe

Head of Sales, Europe

violet@activitystream.com

violet@yesplan.be



2011 Spin-Off
Art Centre Vooruit
Ghent, Belgium



2024 Serving 400+ Venues

15 Countries

20 Dedicated staff members

And so much more...

- Cloud based
- Servers in Europe
- Unlimited number of users
- Different languages
- Excellent product performance



Planning

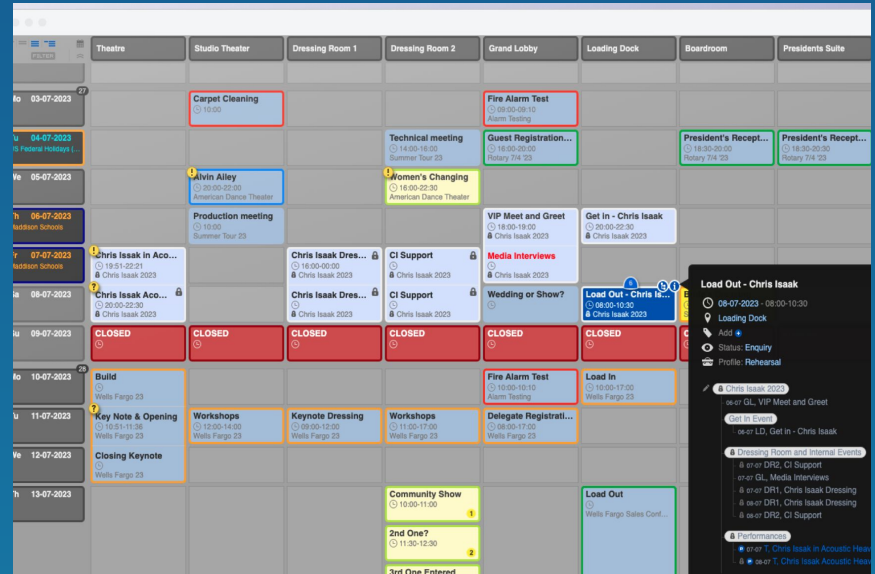
Stay in control.

Manage of your events, contacts, room set-ups, notes in one place.

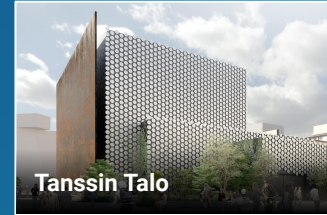
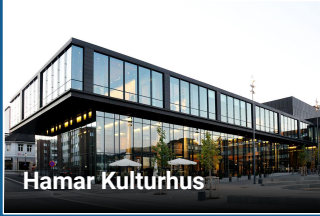
Plan resources and staff. Avoid double bookings & streamline workflows.

Integrate

Integrates with ticketing, your website and more.



SOME OF OUR NORDIC CLIENTS



[View More Here](#)

2009 The first line of code was written

400+ Venues use Yesplan

98% Client retention rate!

Activity Stream

Marketing

Visualize your data

Track sales, customer behaviour and patterns.

Segmentation

Select a specific audience group, target potential attendees, and increase revenue.

Email marketing

Execute campaigns, set up newsletters and specific mailing

Evaluate and report



Activity Stream

Marketing

Where does the data come from?

Ticketing Data is the source of data for Activity Stream, this is a real life connection.

What is the value Activity Stream?

Direct data access for staff and external partners without any risk of changing data.

All in one platform: sales + marketing data, customer database and email tool.

Segmentation is easy, quick and up to date.



Insights & Analysis Anyone Can Use

Data Visualization

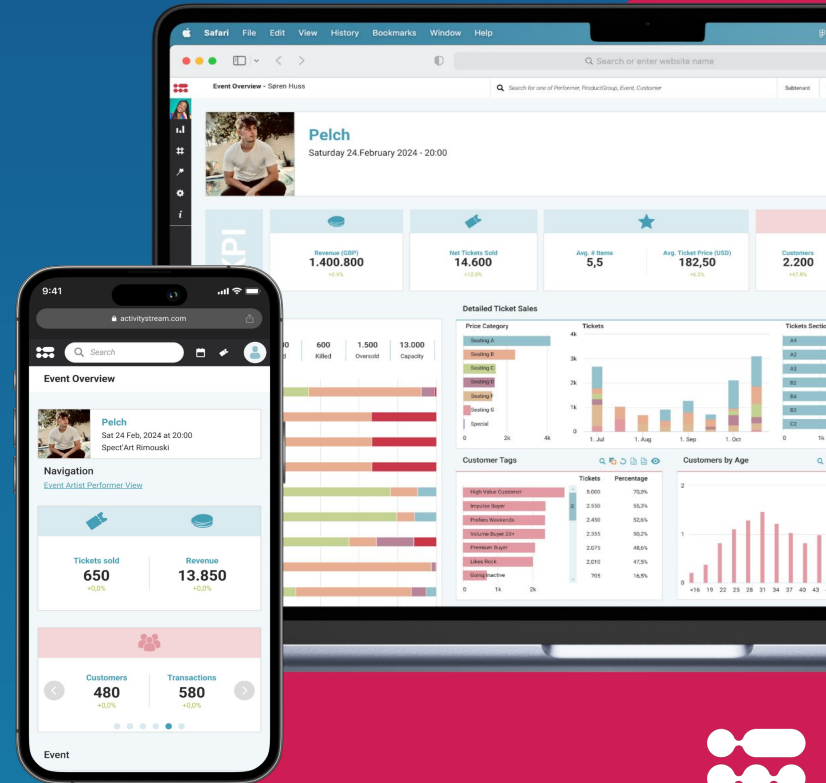
Quickly analyze ticket sales, customer demographics and campaign performance to easily identify trends and opportunities.

Centralize Your Data

Get a comprehensive view of your diverse audience and their activities across channels such as primary ticket sales, Facebook and Google Ads, Google Analytics and email campaigns.

Collaborate for Success

The flexible user management enables direct data access for external partners and collaborators, improving workflows with digital agencies and staff.



Easy Segmentation and Targeting

Segment Your Audience

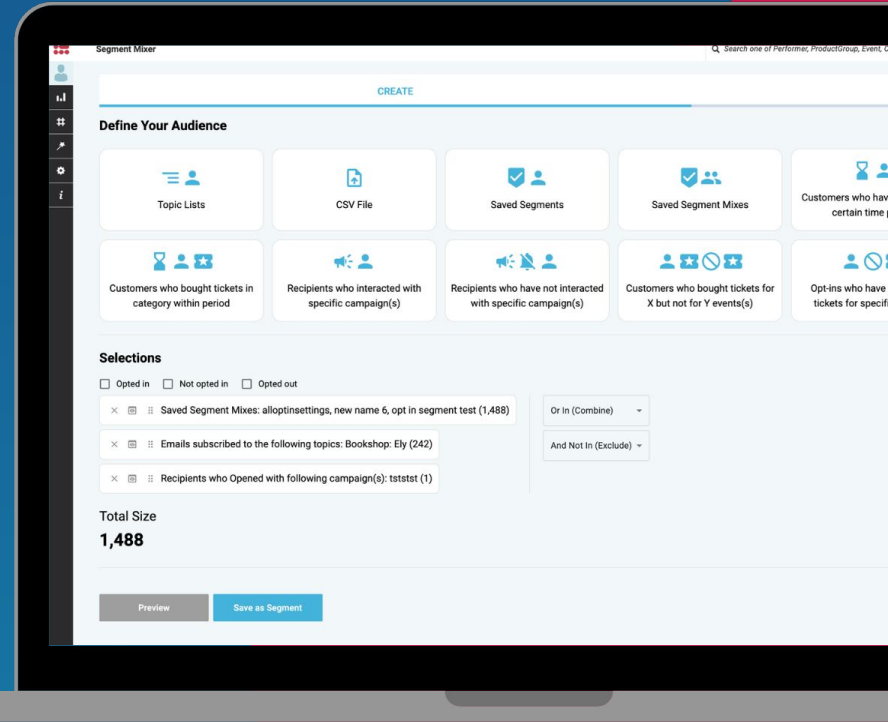
Create effective audience segments by leveraging your customers' interests and previous purchases to boost ticket sales.

Optimize your Campaigns

With automated tagging based on customer behavior and other enrichments, you'll be able to target communications and campaigns like never before.

Templates

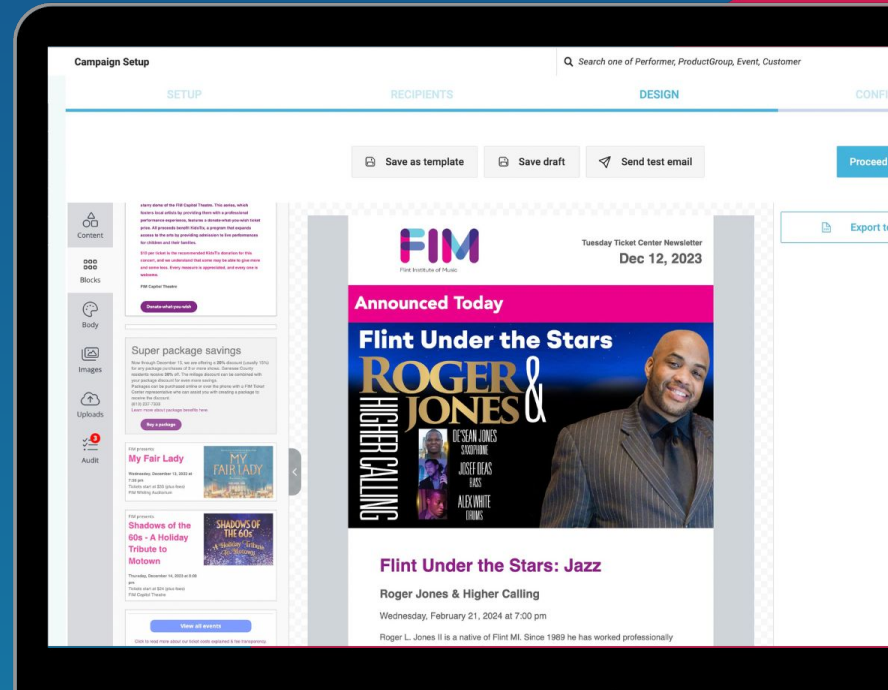
Using preset segment templates you can set up segments target key audiences, or store the segments for re-use.



Easily Build, Schedule and Automate Emails

Craft Effective Emails

Increase audience engagement with high-performing copy, conditional content blocks and easy-to-use drag-and-drop email templates.



Understanding of Customer Interactions

Understand Customer Behavior

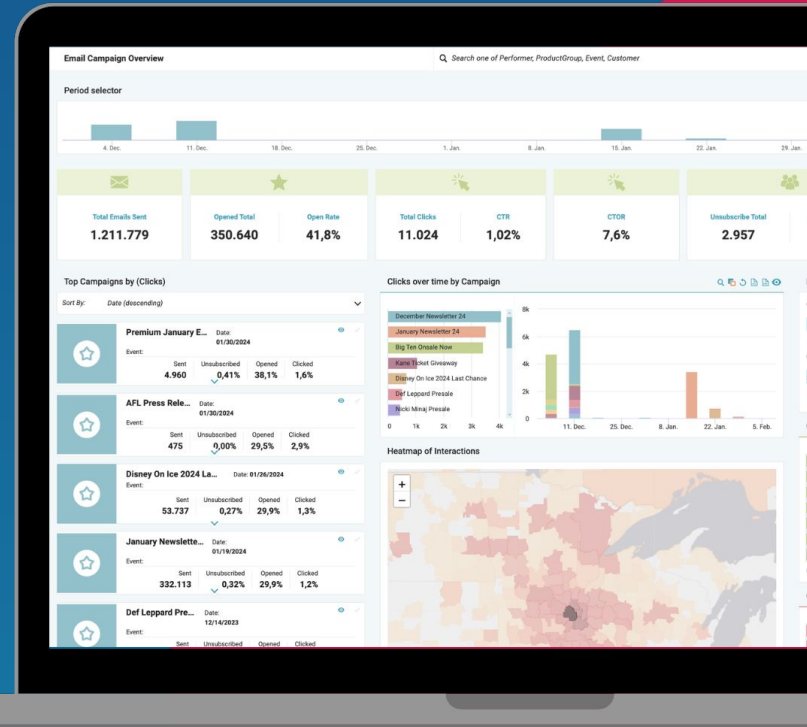
Know who engages, with what content, and how can you re-engage them, all at your fingertips within Activity Stream.

Record Campaign Interactions

All campaign interactions map back to customer records, enabling advanced analysis of campaign engagement and easy retargeting across channels and platforms

Track Sales Progress

Use our intuitive dashboards to easily keep track of your sales metrics, including revenue, average order size, price type, category, source and more.



Want to know more?



Reach out to us

sales@yesplan.be, sales@activitystream.com

violet@yesplan.be

Visit Us

www.activitystream.com

