arenametrix

Unlock the power of data:
Crafting unforgettable visitor experiences

Arenametrix today

- An **ecosystem of interconnected digital solutions** with **human** support

- A group of **60** employees

- More than **300** customers in **15** countries

- 3 **sectors**: Visitor sites, Live Entertainment and Sport

- Offices in Barcelona, Copenhagen, Montreal, Paris, Rome and Vienna

The **anti-Netflix**: less streaming, more visitor experiences

Who captures your visitors' attention?
On average, French people watch 37 hours of video per week.

How can we redistribute this time to benefit cultural events?
Using the best technologies to make their experience as (if not more!) fluid and captivating!

The **first ecosystem** of **interconnected digital solutions** dedicated to cultural venues

Arenametrix

The B2C & B2B CRM platform designed specifically for cultural venues. By connecting to your ticketing system and other business software, the solution centralizes the data provided by your visitors and professional contacts, so you can get to know them better and communicate more effectively to meet your challenges of winning and retaining audiences.

GuestViews

Visitor-listening devices (digital guestbooks, online questionnaires, (potential) audience studies, barometers, etc.) which allow cultural and touristic sites to manage satisfaction, better understand their audiences, continuously feed their CRM and stimulate engagement (revisit, ambassadors, etc.).

smartapps

The innovative visit companion, on mobile and touch table, to spread your mediation content to visitors, guide them through your location, give them access to the route tailored to their interests and available time, and provide fun touches that arouse curiosity and make the visit truly interactive.

Arenametrix: the marketing platform that centralizes all your visitor data...
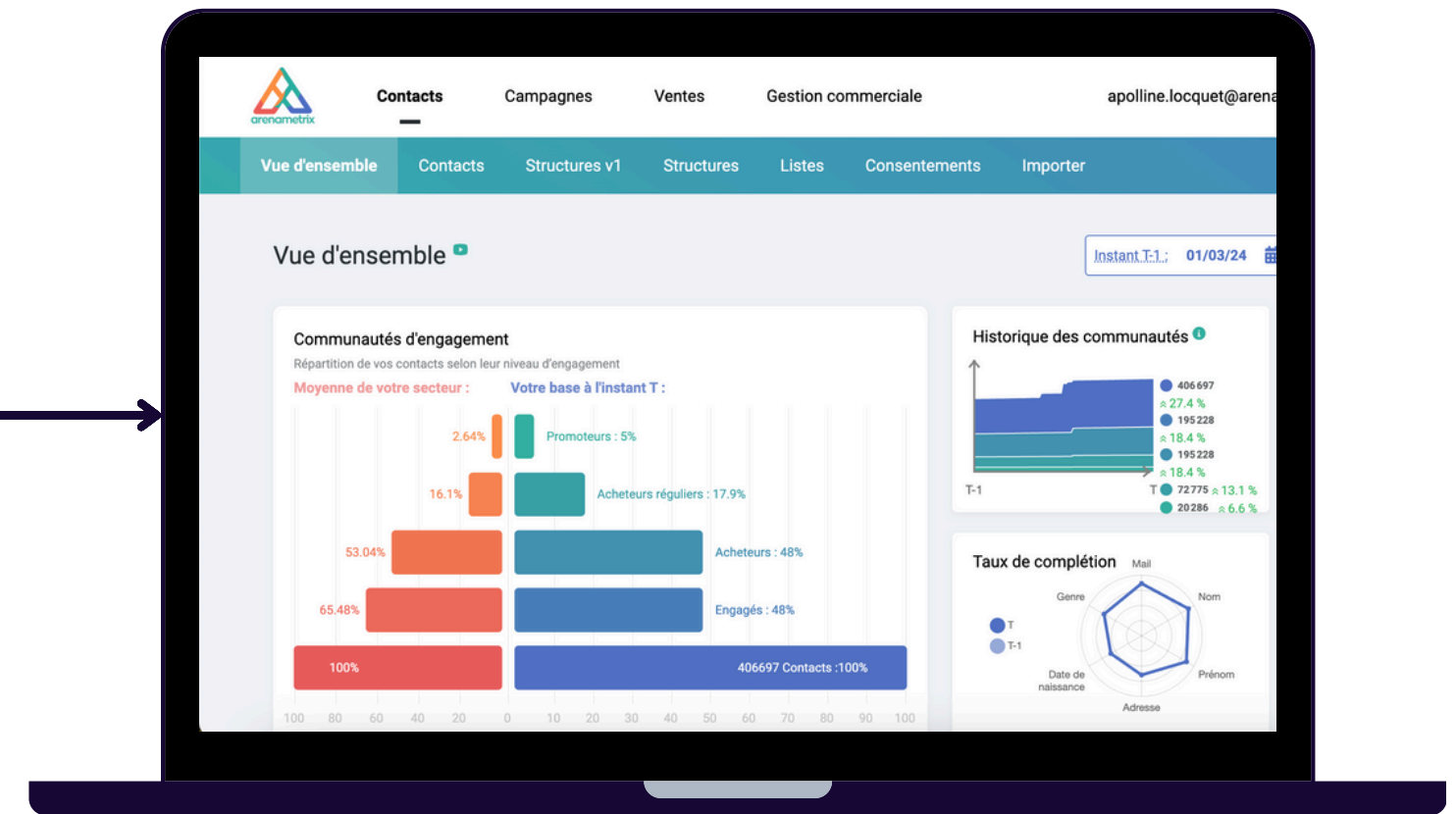
- Ticketing system
- Access management
- Museum shops
- Contact forms
- Digital guestbooks
- Companion visit apps

All scattered data, centralized in Arenametrix

...and which **enhances** your data across a range of tools and channels

Data Aggregation
To centralize, collect, unify, and standardize your visitor and business contact data

Data Visualisation
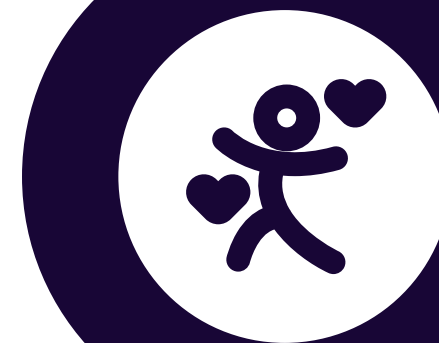To know your audiences and manage your marketing strategy

Customer Relation Management
For multi-channel, personalized and automated communication

Visitor Experience
To improve the before-during-after experience

# GuestViews: give the floor to your (potential) visitors in a fun, attractive and omnichannel way...

A wide range of feedback functions
verbatim, M/UCQ, conditional questions, ratings, contact forms, visual selection...

Fun features to encourage responses
instant win with control of prizes and winning frequencies, virtual postcard to promote the visit, drawing to unleash creativity and collect UGC
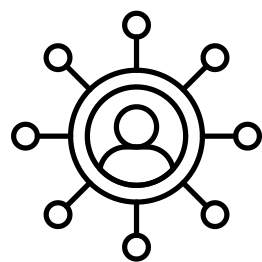
To be displayed on all relevant channels
on a terminal at the end of the visitor path, on a QR code, within a mediation app, by email (pre or post visit), on social networks, etc.
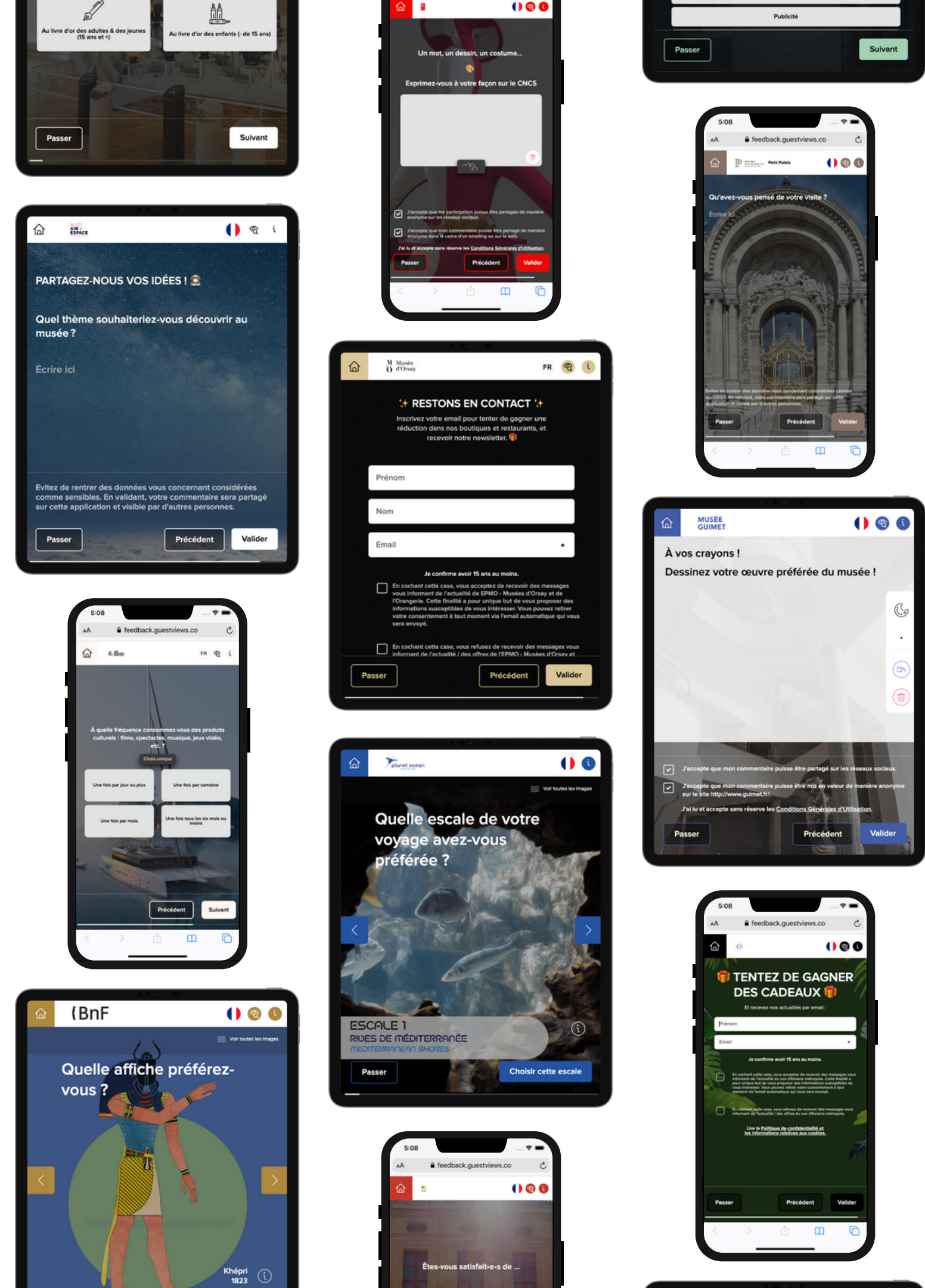
...and get real-time data feedback and intuitive management tools

Data visualization & alerts
your data is intelligible at a glance, easy to cross-reference, to export (raw or formatted), and alerts warn you of dissatisfied visitors

### Verbatim analysis & activations
our AI classifies the comments collected (themes adressed, level of satisfaction) to turn them into decision-making aids and facilitate your responses

Industry comparison
our data analysts provide you with contextual data to situate your results in relation to the average of other visit sites (with a thematic/geographic focus, on request)
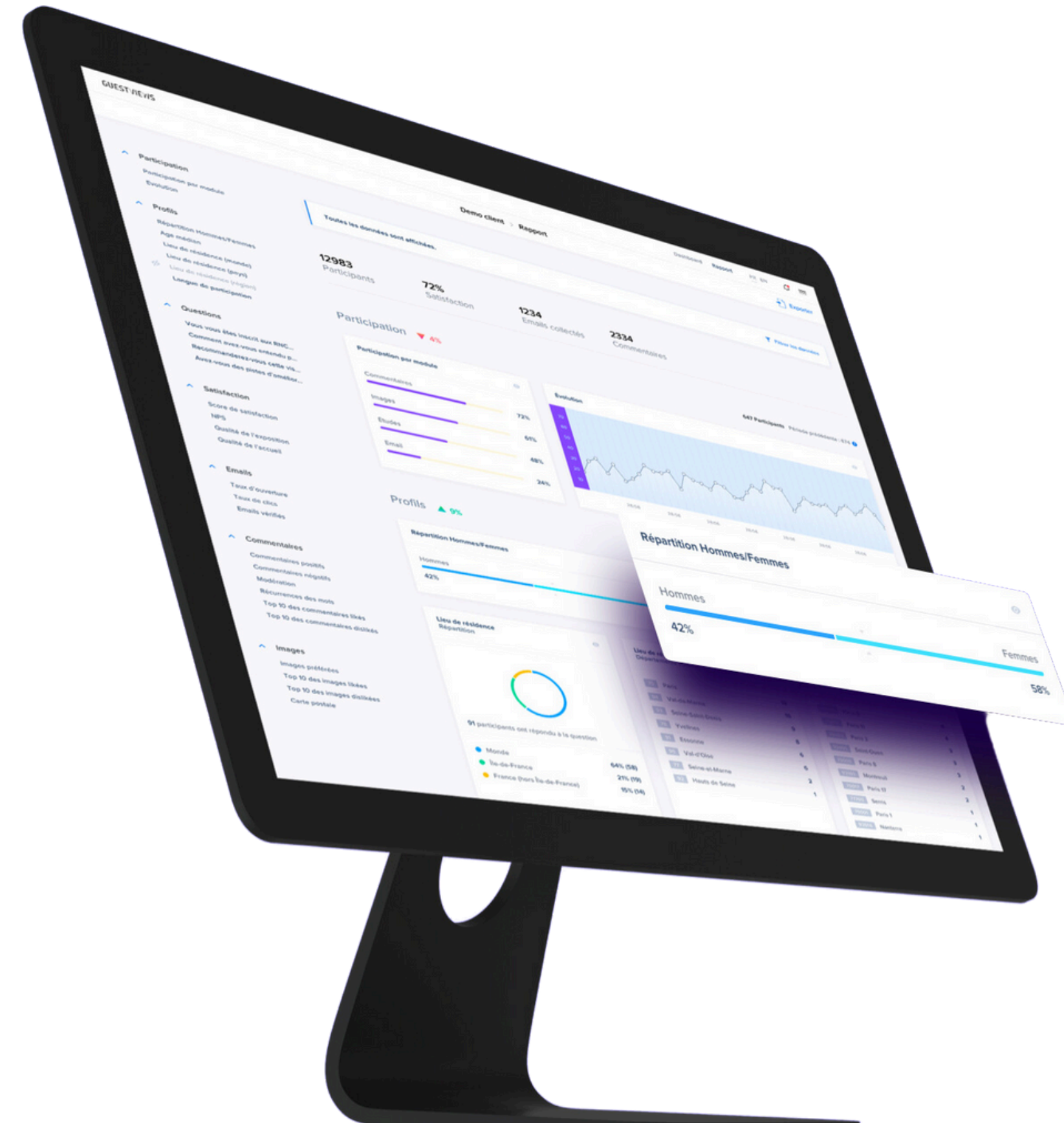
smartapps : innovative web and mobile mediation solutions...

A range of technological devices for your visiting companion
iOS / Android application, webapp, on-site visit guide, touch table...
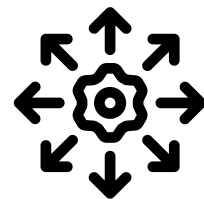
Over 60 enhanced features
tailor-made and personalized tours according to visitor profiles, interactive map, geolocation, quiz and games, immersive view, augmented reality...

An easy-to-use back-office platform
our smart•publisher (CMS) allows you to manage all your content on your own to create and make evolve your application
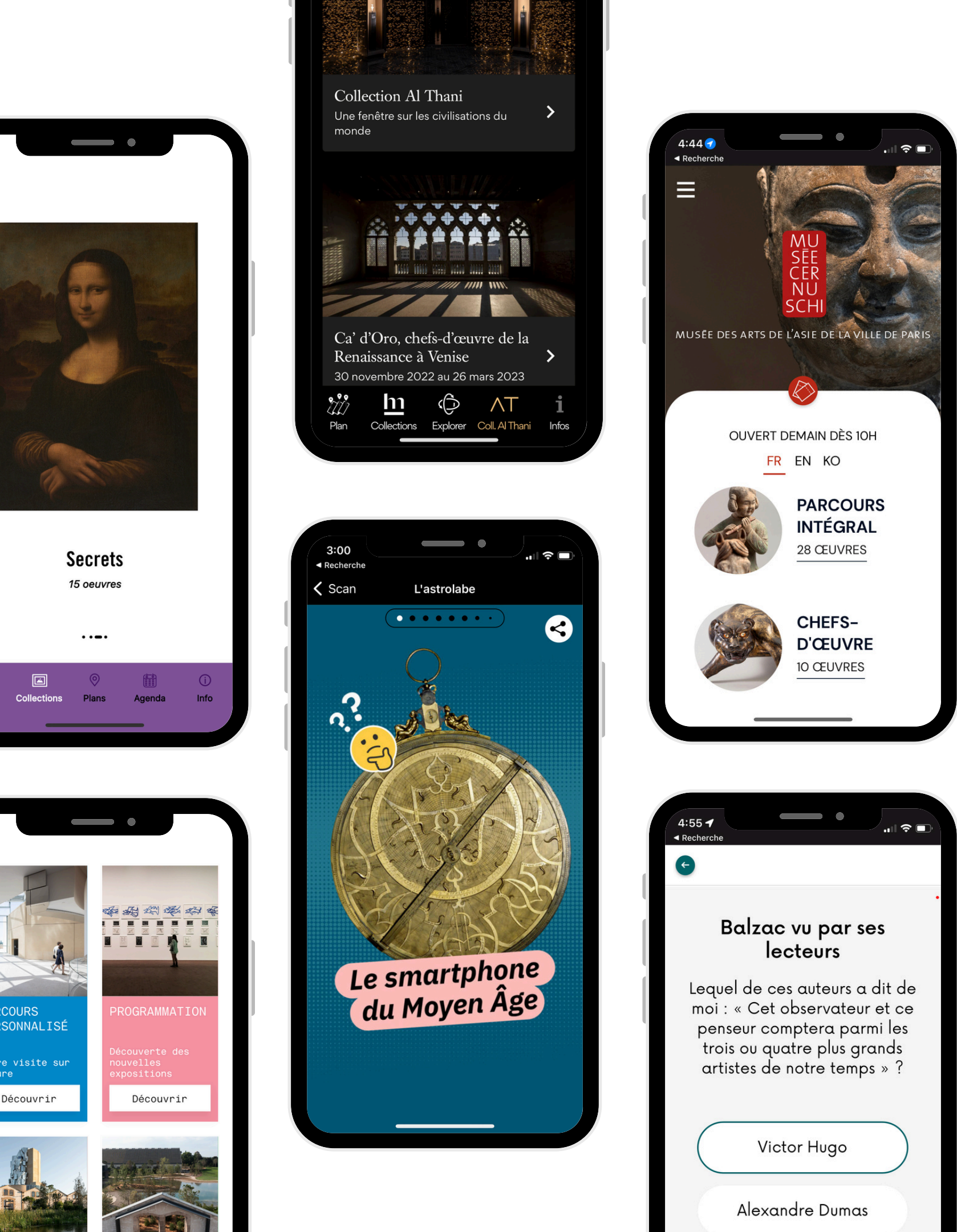
...offering an engaging visitor experience to your audiences
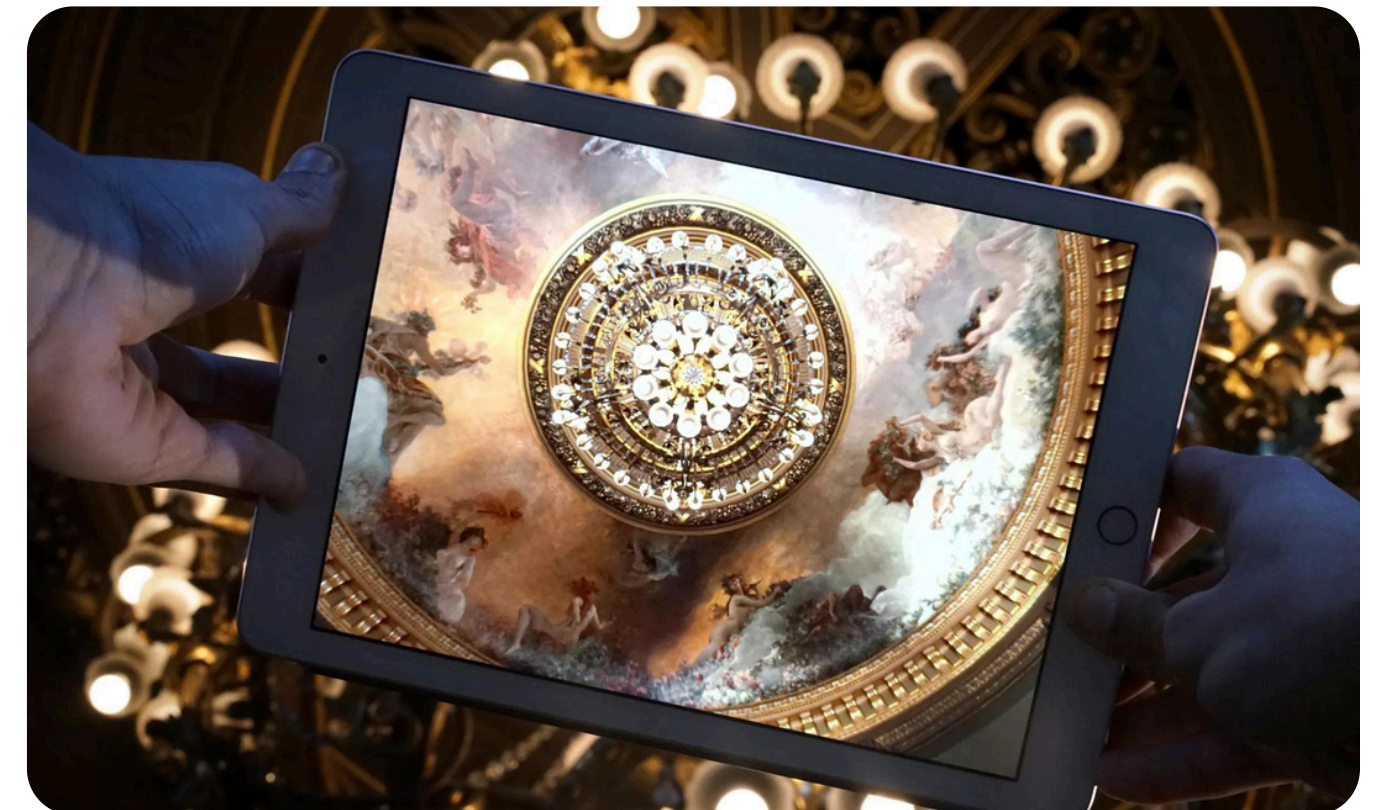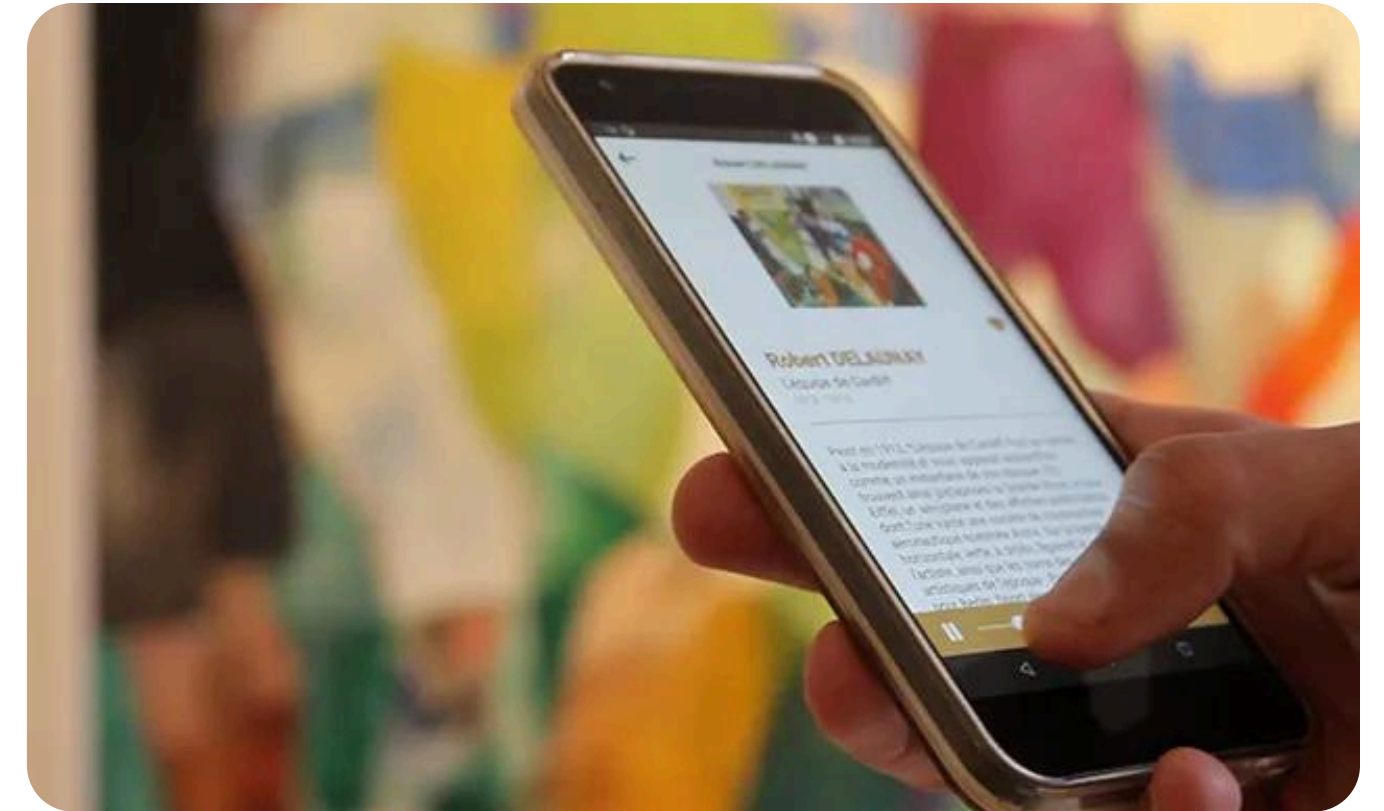
Intuitive applications accessible to a wide audience
a user interface with fluid and simplified navigation, contrasting and readable designs

An interactive digital guide to accompany the visit and facilitate on-site orientation
a self-guided tour with additional mediation content and interactive features to encourage discovery of the place, its history and all the points of interest

Customized to the image of your site
to transcribe your graphic identity through your application

Usage statistics and performance measurement of your application

Unprecedented synergies for an enhanced visitor experience

loyal visitor & ambassador

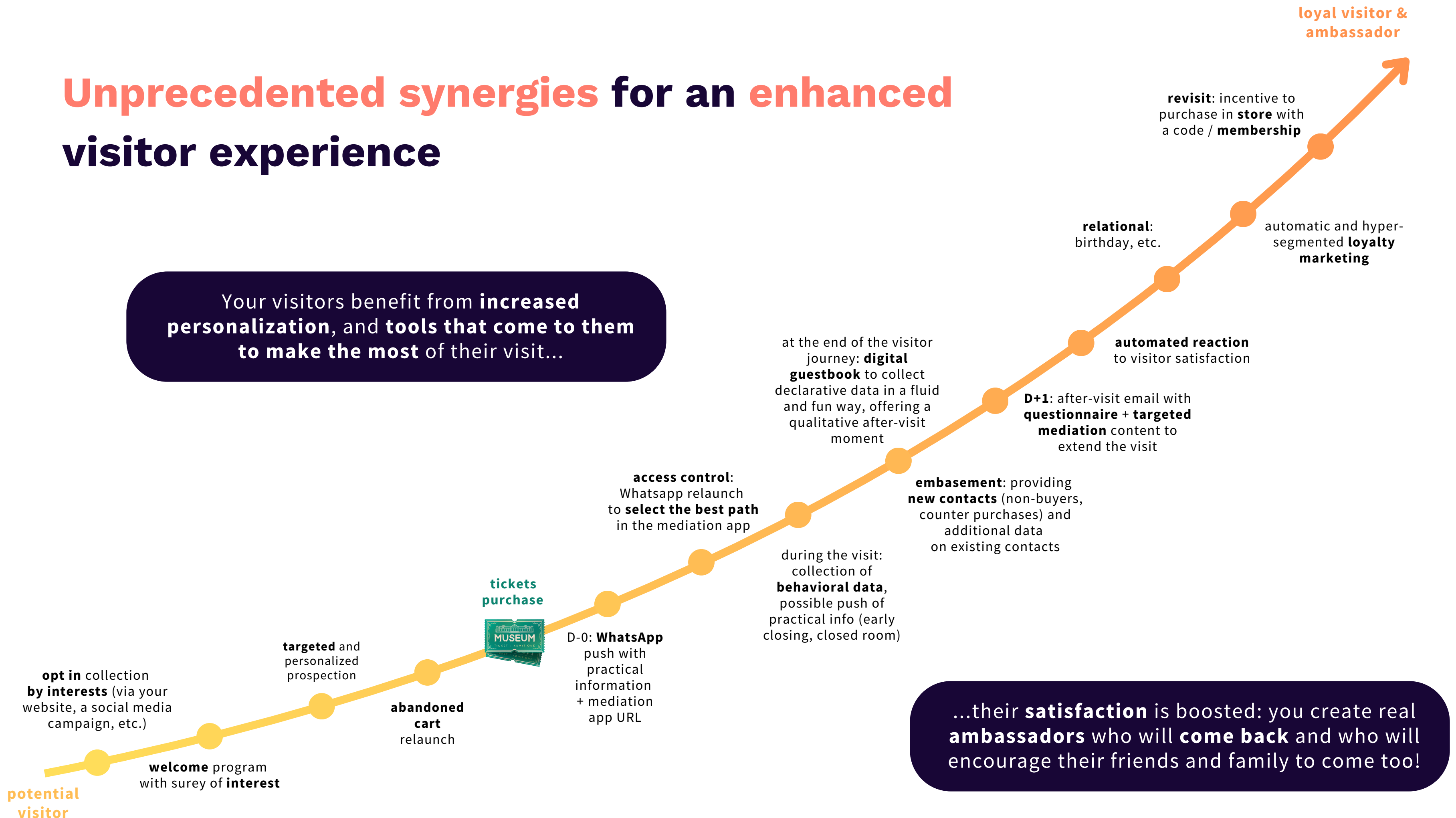**revisit**: incentive to purchase in **store** with a code / **membership**

relational: birthday, etc.

automatic and hyper-segmented **loyalty marketing**

Your visitors benefit from **increased personalization**, and **tools that come to them to make the most** of their visit...

automated reaction to visitor satisfaction

at the end of the visitor journey: **digital guestbook** to collect declarative data in a fluid and fun way, offering a qualitative after-visit moment

D+1: after-visit email with **questionnaire** + **targeted mediation** content to extend the visit

access control: Whatsapp relaunch to **select the best path** in the mediation app

embasement: providing **new contacts** (non-buyers, counter purchases) and additional data on existing contacts

during the visit: collection of **behavioral data**, possible push of practical info (early closing, closed room)

tickets purchase

MUSEUM
TICKET · ADMIT ONE

D-0: **WhatsApp** push with practical information + mediation app URL

targeted and personalized prospection

abandoned cart relaunch

opt in collection **by interests** (via your website, a social media campaign, etc.)

welcome program with surey of **interest**

potential visitor

...their **satisfaction** is boosted: you create real **ambassadors** who will **come back** and who will encourage their friends and family to come too!

They are already **revolutionizing** the museum sector

Let's imagine **your visitor experience** of tomorrow!

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Make an appointment