



# ARMSys - Audience Relationship Management System for Culture

**A customizable and affordable solution for cultural institutions to maximize customer experience, being able to handle their complexity of multiple genres and audience segments, membership and donation schemes.**

What is ARMSys?

ARMSys offers the benefits of a tailor-made solution at an affordable cost. It is a cloud-based, customizable and scalable modular system that offers audience intelligence-driven holistic experience management, throughout customer life-cycle.



## Culture-specific solution

### Industry Expertise

- Handles complexity of genres and program specifics
- Membership program and donor cultivation

### High-level membership- and donation-program involvement

## Extended audience knowledge in one place

### Multi-dimensional

- Single-view of all customer-related information arriving from all integration sources
- Data analytics and visualization

### Quality customer data organized conveniently

## Why customers use ARMSys

- Extensive audience intelligence
- Outstanding newsletter open and click-through rates
- Customized to handle specialties and complexity of cultural industry
- Secure, stable and familiar MS environment
- Continuous upgrades and innovations

## Customizability and Scalability

### Experience management

- Individually customized content based on actual customer behaviour
- Customer value defined based on relevant weighted KPIs
- Modular, easy-to-use, flexible

### Doubled newsletter click-through rate

„I think the system works very well! We get a lot of good feedback from our customers. We can see very clearly what we did go well, what did not which really helps us also for the internal communication, to structure activities in marketing and ticketing, and in fundraising. Culture .Crane understood our needs, and understood the direction we would like to move in and they have been partner which I find very important. The entire process was handled very professionally.

- Stefan Englert, former CEO, Budapest Festival Orchestra

# CULTURE.CRANE

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## **CULTURE.CRANE IS THE EXPERT OF INNOVATIVE MARKETING SOLUTIONS FOR THE CULTURE INDUSTRY.**

- Partner in the execution of audience-driven marketing strategy to serve customer satisfaction
- Offer integrated service from consultation to software development.

### A CULTURE.CRANE INTRODUCES: **ARMSYS – AUDIENCE RELATIONSHIP MANAGEMENT SYSTEM**

**ARMSys is a customizable and affordable solution for cultural institutions to maximize customer experience, being able to handle their complexity of multiple genres and audience segments, membership and donation schemes. It was built on the learnings of a European Survey among culture marketers as well as the extensive experience of Culture.Crane.**

- Cloud-based, customizable modules, unified customer profile, integrated data sources, reports and data analytics.
- Unique, innovative newsletter module (Content Matrix Emailer) that creates newsletters with individually customized content based on the customers' preferences, activities and behaviour patterns.
- Customer Value Meter indicates the specific customers' contribution to the business results based on selected and weighted indicators (such as spending, purchase or activity frequency, etc.).

#### **Contact us now!**

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**A** **ARMSYS™**  
BY CULTURE.CRANE

