

AC Events Enterprise 100% native to Salesforce		Blackthorn Events External application + Salesforce data	
ARCHITECTURE & PLATFORM			
Application runs inside Salesforce	✓ Yes: 100% native Every screen, flow, and automation runs inside Salesforce. No external layer.	— No: 3rd-party system Data lives in Salesforce, but the application runs on a third-party platform outside it.	
Duplicate registration risk	✓ None Duplicate registration risk.	— Common problem Sync between external platform and Salesforce creates known duplication issues.	
Event portals hosted in Salesforce	✓ Yes: Experience Cloud native Every screen, flow, and automation runs inside Salesforce. No external layer.	— No: embedded external pages Data lives in Salesforce, but the application runs on a third-party platform outside it.	
PERSONALIZATION & ACCESS CONTROL			
Dynamic pricing per user type	✓ Yes: Automatic Members, guests, and VIPs see different rates based on login state. No manual overrides.	Requires custom rules Pricing rules must be manually configured per event; not automatic based on login state or profile.	
Member-only & VIP-gated events	✓ Yes: natively controlled Salesforce's own access control manages who sees what. No workarounds required.	Manual rule setup required Configurable per event via Blackthorn's rule-based visibility feature, not inherited automatically from Salesforce sharing rules.	
Personalized event listings per user	✓ Yes Each logged-in user sees event listings tailored to their profile and membership status.	Limited, rule-based Visibility rules exist but are event-by-event configuration, not a native, always-on personalization layer.	
Community-driven events	✓ Yes Members can create and manage their own events natively inside Experience Cloud.	— No	
PRICING MODEL & SCALABILITY			
Limits on events, attendees, or sessions	✓ No limits, ever Scale freely. No caps on events, attendees, sessions, or backend users.	— Yes: caps apply Limits on events, attendees, and sessions. Costs increase as you grow.	
Predictable, transparent pricing	✓ Yes: no penalties No per-event, per-attendee, or per-session charges. Costs don't grow with your success.	⚡ Flexible but variable Pricing can be flexible for smaller deals but total costs may increase with configuration.	
Free trial available	✓ Yes	⚡ Not confirmed	
CORE FUNCTIONALITY			
Fully customizable event portals	✓ Yes: full control Layouts, components, branding, and structure, fully customizable inside Experience Cloud.	— Limited: rigid templates Limited ability to customize event page structure. Requires deep configuration to adjust.	
Built-in features out of the box	✓ Comprehensive Sessions, speakers, sponsors, ticketing, waitlists, check-in, and surveys included.	— Limited Many features require workarounds or heavy customization to work properly.	
AI-powered event translation	✓ Yes: one click OpenAI integration translates events into any language instantly.	— No	
Native payment processing	✓ Yes: built-in Payments run within the same app.	— Requires separate package Checkout depends on the separate Blackthorn Payments package.	
IMPLEMENTATION, SUPPORT & RELIABILITY			
Single vendor: product and implementation	✓ Yes: full accountability One company builds, sells, and implements. No finger-pointing between vendors.	— No Implementation may involve multiple tools, integrations, and third-party vendors.	
Implementation timeline	✓ 3 days structured Clearly defined scope, milestones, and delivery. Guided onboarding included.	⚡ Variable Timelines vary significantly depending on customization and integration requirements.	
European support coverage	✓ Yes: same/next day Free support in Europe and the US. Dedicated follow-through. Awake when you are.	— No staff based in Europe	
Suitable for non-Salesforce event managers	✓ Yes: built for event teams Guided flows and Lightning components. No deep Salesforce expertise required.	— Requires admin expertise Requires significant backend configuration and Salesforce expertise to use properly.	