

Leverage Your Virtual Community's Unstructured Data

Online communities have become more important than ever in helping association members stay connected and collaborative. Communities are a rich source of engagement data including posts, comments, logins, and registrations which can be counted and compared. Make sure you're using this wealth of information on your members' preferences, interests and attitudes to improve the overall member experience.

Acumen offers pre-built integrations with the leading Community platforms, and is able to leverage your community data alongside key data across all your other platforms, including your AMS. With a deeper understanding of your community interactions and insights, you can develop new products, drive event education sessions, identify influencers to lead content discussions and much more.

Outcomes with

- Improve the value of your virtual community
- Measure community ROI
- Dozens of intuitive reports built for all association staff
- Deep understanding of how community drives engagement
- Leverage unstructured data to act upon
- Understand member preferences and interest



Why Acumen?



INTEGRATED DATA

Acumen has hundreds of pre-built integrations that easily brings together your structured and unstructured data for analysis as well as best practice visualizations and templates, making data analytics accessible for staff at all levels. Executives, community managers, membership, marketing and business staff can produce better results by linking data to strategic decisions.



DATA-INFORMED CONTENT STRATEGY

Use trending topics and interaction data from different member segments to help inform and target the content strategy for your community, events, webinars and educational program offerings throughout the year.



STREAMLINED REPORTING AND OPERATIONS

Eliminate manual reporting processes for operations and IT staff by reducing the number of ad hoc requests. Easily dive into the data and get answers to your questions without redundant and time-consuming work for analysts.



ELEGANT AND INTUITIVE VISUALIZATIONS

Get at-a-glance views of community, profile, discussion, and library activities with our stunning out-of-the-box visualizations built using Microsoft Power BI.



UNDERSTAND KEY EVENT PERFORMANCE METRICS

Tie success in the community to the KPIs that your executives and board expect in one centralized dashboard solution.

ACUMEN COMMUNITY IN ACTION:

- Analyze data at the activity, community, and individual level
- Understand passive versus active participation
- Monitor the percentage of members active over time
- Track sentiment by discussion post and topic
- Track search and discussion topics to inform content and product decisions
- Correlate community activity with engagement, spending, and retention
- Identify influencers
- Segment participants based on demographics and behaviors