

# Leveraging Your Community's Unstructured Data

Get insights exactly when you need them

- Identify Trending Topics
- Find Community Influencers
- View Negative Sentiment
- Track Key Community KPIs
- And much more!





### **Build a Content Strategy Around Trending Topics**

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



### **Leverage Your Most Active Users as Influencers**

Find your most active discussion participants and their topics of interest so you can invite them to speak or share content on the subject with other members.



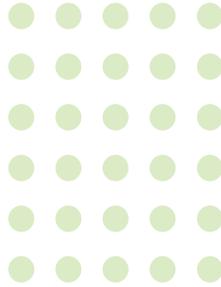
### **Monitor Negative Discussions to Quickly Tackle the Issue**

With sentiment analysis for your community, you can keep an eye on negative discussions happening so you can proactively reach out to solve any issues before they become widespread.



### **Analyze Conversions and ROI Across All Channels**

Tie success in your community to your organizational KPIs and share how community interactions correlate to renewal rates, event attendance and member satisfaction.



## **CASE STUDY - ASAE**

AcumenAI has helped ASAE understand overarching membership trends and primary discussions within their community, Collaborate. Scan the QR code to read the case study or visit [AssociationAnalytics.com/case-studies](https://AssociationAnalytics.com/case-studies).

