

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.



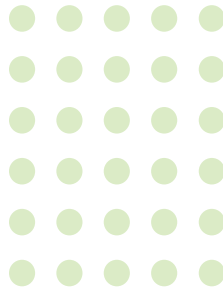
Monitor Negative Discussions to Quickly Tackle the Issue

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

Acumen 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.

