Association Analytics for Salesforce

As associations invest more in digital transformation, there's a growing need for better analytics and insights to make data-informed business decisions. And with the COVID-19 crisis, the shift to digital channels has accelerated even more and it has emphasized the need for access to critical information in real-time.

With these initiatives to support the member and customer experience using cloud services, the amount of data being created continues to grow exponentially and can often live siloed across the organization in different systems.

That's why organizations are partnering with Association Analytics to help empower self-service business intelligence using our advanced analytics platform, Acumen. We have pre-built solutions specifically designed to integrate with your Salesforce ecosystem, as well as the ability to combine data from any additional source systems your association leverages.

Modern Business Intelligence for Associations Using Salesforce

By creating a true 360-degree view of your business, we provide all staff levels with easy-to-use dashboards and visualizations that provide access to complete, accurate, and trusted data.

Leverage Association Analytics + Salesforce Einstein

In addition to providing robust association dashboards, Association Analytics is able to leverage the Einstein Analytics and its powerful AI Engine. This will unlock the value of the data your organization has within Salesforce and provides an end-to-end integrated analytics platform that is both flexible and extendable.

By combining Einstein Analytics and our analytics platform for associations, we have made it easier for organizations to take advantage of the power of machine learning and AI to predict outcomes like member renewals, customer purchases, registrations, and the ability to make smart recommendations for specific products and services.

Schedule a demo with our team to see how Association Analytics works with your Salesforce ecosystem to provide advanced analytics and business intelligence for the association market.