

THE GOAL:

Bring all member engagement data together for cross analysis to build a rich picture of overall engagement & participation

5x

member-generated revenue from users with at least one community activity per month

6x

more community activities from users who attended ASAE's annual event

50%

more community activities from members who renewed

ASAE Uses Data to Inform Decision-Making and Strategy

To meet growing member expectations, associations are focusing more of their efforts to understand what drives engagement, how to increase satisfaction, and what factors lead to retention.

The American Society of Association Executives (ASAE) found it difficult to evaluate the true impact of engagement because data was stored in siloed locations – like their AMS, email marketing, and online community systems. On their own, each platform contained useful data, but what ASAE really needed was a consolidated view of data across systems to fully analyze the membership journey.

That's when ASAE partnered with Association Analytics to implement Acumen, a cloud-based platform for data analytics. By bringing their data into a central repository, they've gained a single source of truth for data that can be used to inform strategy decisions. With Acumen, ASAE can now see a complete, accurate, and trusted view of their data which influences how they solve problems.

Measuring the Business Impact of Member Engagement

ASAE knew their community platform was a strong member benefit but couldn't fully measure its impact on the business. With Acumen, ASAE is now able to show that community is much more than just a place for members to interact. Here's what they found:

Revenue: community users with at least one activity per month **generate 5 times more revenue** than users with one activity or fewer per month

Event Registration: users who attended the annual event had over **6 times more community activities** than users who did not attend the annual event

Member Retention: members who renewed had over **50% more community activities** than members who did not renew

With these insights, ASAE can see the impact of community and that helps to drive their overall strategy for engagement. Instead of relying on gut instinct or anecdotal evidence, Acumen allows organizations to use real data to drive strategy and to validate (or disprove) assumptions.

Using Real-Time Data to be Proactive

ASAE can now stay on top of trends and patterns in member engagement, looking to understand what topics and content are most relevant to members. The Acumen product allows them to easily drill down into specific member segments, so they can deliver the right content, to the right member, at the right time. It allows them to be more proactive when they spot trends in the data. "We are now alerted when conversation X reaches a certain threshold, so we can get in front of it... When we started aggregating data,

Why Acumen?

Imagine all of your data continuously funneled into one visual analytics dashboard for realtime, instant interpretation and decision-making power. It's called Acumen, designed specifically for associations. It's time you had a single source of truth with a 360-degree view for better, faster decisions, enhanced member experiences, improved staff efficiency, and increased revenue.

GDPR was discussed frequently in the community. So, we created a group and started pushing more GDPR resources based on the data. This was well before the regulation went into effect – we knew we had to be proactive. We put together a GDPR program much faster because we saw it growing early," said Reggie Henry, Chief information Officer at ASAE.

ASAE has seen wide adoption of the Acumen product, with staff, volunteers, executives, and additional stakeholders like ASAE's Tech Council that use the visualizations to interpret data. Acumen not only allows organizations to better understand engagement, it's also designed for predictive analytics. Associations can use predictive analytics to optimize their strategy to help improve key outcomes for marketing, events, finance, and membership teams.

The Future of Association Data is a Culture Shift

ASAE sees data analysis as a constant evolution. They see this project as a reflection of a culture change in the broader association space, where members used to ask for statistics, but are now asking for innovative exploration and member activity insights.

"I've gleaned this from the last few years: the future of data is insight. We don't want to measure how well we did against old strategy, because it's now constantly changing. We have these stereotypes in our minds about how to use data analytics – it's still based on reporting and meetings. But has your data affected the day-to-day fabric of your organization?" asked Reggie.

Association Analytics and ASAE hope this movement inspires other associations to consider change management to create a real cultural shift.