

### AFFINITY GROUP: ASSOCIATION

The association is a not-for-profit organization focused on advocacy and education for men and women age 50 and above. The association has more than 700,000 members nation-wide. Membership is free.

The senior association currently offers a variety of benefits to its members: business, education, financial, food & wine, gifts, shopping, pet benefits, insurance, travel and technology. Some of these benefits are white-labeled, others are from external providers. Its programs are designed to give members an individualized way to participate—meaning that members have the freedom to use benefits as they see fit, and not pay for benefits they do not use.

This association is in a competitive market with several other associations seeking to attract seniors. As a way to differentiate itself from other associations, it opted to build an extensive portfolio of benefits and develop deep engagement with its membership.

## Need: An infrastructure to offer members benefits and services—and drive engagement among members to increase use of benefits and services.

Genius Avenue helped the association launch its services to its membership through a custom-built website with advanced functionality and access to several categories of exclusive benefits and services.

**SERVICES PROVIDED:**

- Custom-built mobile-friendly website
- Product launch email campaign
- On-going management of website database
- Improved security
- Building a benefits portfolio
- Engagement campaigns

The association also launched its own travel benefits product, which Genius Avenue promoted through a custom email campaign.

Additionally, Genius Avenue helped the association identify and on-board products that are relevant and attractive for the membership, such as telemedicine.

Our custom email-based engagement activities are building loyalty among members of the senior association and driving usage of benefits and services. These engagement activities consist of monthly email blasts with content and format relevant to the membership. Content emails are combined with more visual and interactive emails.

**RESULTS:** The association has built a solid online presence with strong relationships with its growing membership. Engagement activities have significantly increased re-enrollment and shopping cart size among members.

The next step for Genius Avenue and the senior association is to add social media activities, as well as addition of Genius Avenue-sourced benefits for the association’s members.

Engagement communications to **37,000** benefit members

Genius Avenue facilitates just under **450,000** email communications per year



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