

## ▶ GOAL

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

## ▶ ACUMEN INSIGHTS

**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

## ▶ RESULTS

*Engagement Predictions*

*Revenue Drivers*

*Retention Influencers*



Tracking retention, understanding satisfaction, and analyzing member engagement are paramount for increasingly meeting the expectations of association members. Utilizing solely their AMS, email marketing system, and online community, the American Society of Association Executives (ASAE) were not able to compare and analyze valuable member activity across these multiple systems. ASAE entrusted data from 42,000+ members and 7,300+ organizations to Association Analytics (A2) for building a consolidated architecture for analysis.

Reggie Henry, Chief Information Officer at ASAE shared, *“Since starting this partnership with A2, we’ve aimed to make data analytics top of mind for associations. We want to create thought leadership around full data analysis. Don’t solve just one data problem – let’s get as much data as we can into this warehouse, so we can continuously solve problems. And let’s bring the community along for that ride.”*

Association Analytics seamlessly integrates community platforms, leading AMS, email, events and financial platforms with the premiere association dashboard, Acumen, for comprehensive, real-time data interpretation.

*“We built an analytics platform and ASAE helped us build a baseline. Since Higher Logic is a standard integration, we were able to quickly and easily integrate community data into the rest of this new ecosystem, bringing to light different trends, ways to look at preexisting data, and a plan to prompt further actions. And that’s a big part of it – collecting data is cool, but what are you going to do about it?”*

**Julie Sciuolo, CEO**  
Association Analytics



With ASAE’s data systems now linked, community membership data could be visualized, as well as discussion content for text analysis, enabling immediate action and future plans to automatically categorize discussions and derive additional valuable information. Acumen visually organizes search terms and subject lines. It enables associations to see what members, volunteer groups, and people in the community care about.

### Acumen Community Data Insights

ASAE knew providing a community platform was a strong member benefit, but insights interpreted by Association Analytics’ Acumen proved the community extends beyond just a place for members to interact. See the revenue, event registration, and retention implications at left.

The access to this data has been a big improvement. It’s easy to perform timely analysis, since data is updated at least daily and involves all activities (including community membership group composition and discussions.)

## Increased Communication, Access, and Technology Adoption

Acumen becomes the single source of truth for staff, volunteers, executives, and additional stakeholders like ASAE’s Tech Council who now views data in real time to review and analyze trends and patterns. The same goes for upcoming shifts in technology and even legislation.



Acumen Visualization Dashboard

“We are now alerted when conversation X reaches a certain threshold, so we can get in front of it, whether it’s answering a question or assessing a certain product or service based on member feedback. When we started aggregating data, GDPR was strongly searched and discussed frequently in the community. So we created a group and started pushing more GDPR content and resources based on the data we had collected. 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.”

**Reggie Henry, CIO**  
ASAE



## The Future of Association Data is a Culture Shift

ASAE sees data analysis as a constant evolution, with unlimited ways to slice and dice the data to best understand how their members use their systems. In the next six to 12 months, the team hopes to dive deeper into understanding group participation and how to weight different community activities.

When it comes to engagement, Acumen is both a strategic tool and a day-to-day metrics tracker. ASAE wants to predict future actions, but it’s primarily focused on analyzing current conversations, terms, and actions to see how that affects the community at large. ASAE sees this project as a reflection of a culture change in the broader association space. Members used to ask for statistics but now they ask for innovative exploration and member activity insights.

Both ASAE and Association Analytics hope this movement inspires other associations to consider change management to create a real cultural shift. 70% of analytics is said to be spent on data wrangling. Combining all of your data for accurate, visually enabled interpretation ensures that your time investment shifts to turning insights into action.

Imagine all of your data continuously funneled into one visual analytics dashboard for real-time, instant interpretation and decision-making power. It’s called Acumen, designed specifically for associations. This hassle-free, hosted analytics platform means you no longer need IT staff to run reports. Acumen is easy-to-use with out-of-box visualizations and reports that encourage cross-staff adoption. Choose only the modules you need and enjoy built-in integrations with your AMS, Community, Email, LMS, Finance and other data sources. 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.



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