ASSOCIATION ANALYTICS

Data Analytics for Small Organizations

We help associations get a complete, accurate, and trusted view of data

87% of organizations have low BI and analytics maturity that makes it difficult to glean data insights

Source: Gartner

52% of associations cite inadequate membership dashboards and reporting tools as the most significant data challenge

Source: Marketing General Inc.

That's why we created acumen Small Org

SOFTWARE THAT EMPOWERS YOUR STAFF TO MAKE DATA-INFORMED STRATEGY DECISIONS

Acumen is a cloud-based platform for analytics and business intelligence.

Now everyone on your team can get a true 360–degree view of your organization with real-time data, available any time, on any device.

OUTCOMES WITH ACUMEN ➔	Improved efficiency and reduced risk	Single source of trusted data	Insights to drive strategy and decision-making	Additional revenue, increased engagement, lowered marketing costs, higher event attendance, and more.

AssociationAnalytics.com

Key benefits

MADE FOR SMALL ORGANIZATIONS

Every business leader needs actionable data to make business decisions. Acumen is designed to help small businesses take advantage of industry-leading technology for business intelligence.

EASY TO USE VISUALIZATION PLATFORM

Acumen uses the market leader for data visualization, Microsoft Power BI. With pre-built templates, any of your staff members will be able to easily produce modern data visualizations, without requiring advanced technical skills.

ROBUST INTEGRATIONS AND PARTNERSHIPS

We focus exclusively on associations and have pre-built data integrations into the systems you use today. We make it easy to bring together data from anywhere to get a single source of trusted data.

FAST TIME TO VALUE

Acumen is a software-as-a-service (SaaS) solution that's easy to implement, with high product adoption. We provide a complete solution that is affordable and includes the maintenance, hosting, licenses, upgrades, and support to ensure your team is successful.

EXPERT TEAM OF DATA PROFESSIONALS

We have a team of certified professionals and experts in data, who have extensive experience working directly with associations to manage analytics. This benefits your team by giving you access to additional skill sets needed and our established best practices.

SOLUTION AREAS:

+ Membership

+ Sales

+ Events

+ Web Analytics

+ Social Media

+ Marketing

+ Education

+ Member Engagement

+ Online Communities

+ Custom Workspace