

ASAE Uses Data *to* Inform Decision-Making *and* Strategy

CASE STUDY



The Goal

Build a Rich Picture of Engagement and Participation

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.



"It's incredibly helpful to consolidate and have one place where folks can go. And it's a single version of the truth. They have one place they can go and get the real deal."

Christin Berry

VP of Business Analytics &
Data Services
ASAE



Why Acumen?

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. 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.

Results

5x

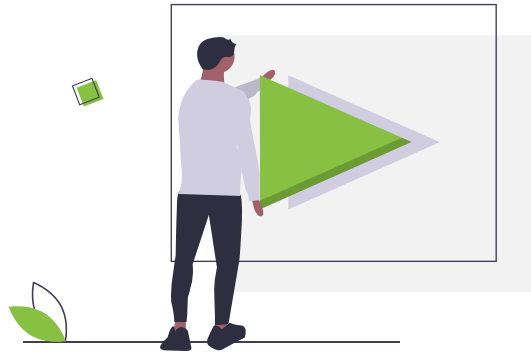
member-generated revenue from users with at least one community activity per month

6x

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

50%

more community activities from members who renewed



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, 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.



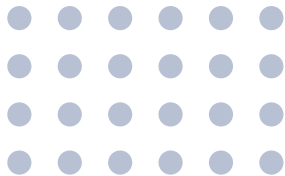
“

They don't feel like a vendor, they feel like part of our strategy. Part of our strategic team that helps us move forward.

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Reggie Henry

Chief Engagement &
Information Officer
ASAE



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.

ASAE

 The American Society of Association Executives (ASAE) is the membership organization and voice of the association profession. Founded in 1920 and headquartered in Washington, D.C., ASAE has more than 42,000 association CEOs, staff professionals, industry partners, and consultant members in over 7,400 organizations

The mission of the American Society of Association Executives is to promote the value of associations to society and to support the professionalism of the individuals who lead them.

Association Analytics

 Association Analytics is a team of passionate people who love helping associations discover insights and take action on their data. That's what drove us to create Acumen, our data analytics platform built exclusively for associations. We help you bring all of your data together in one place to visualize, analyze and take action. Helping you grow.

ASSOCIATION
ANALYTICS 

Learn how to grow your association with Acumen by chatting with one of our data-loving experts.

[Get a Demo](#)

FOR THE *Love*
OF DATA