

# DATA ANALYTICS FOR EXECUTIVE LEADERSHIP 2021

---

EXECUTIVE BRIEF SERIES

PART 1 OF 4-PART SERIES



---

## DATA ANALYTICS FOR CEOS & EXECUTIVE DIRECTORS

---

Members stay more connected and more engaged when their association knows them better. Organizations that arm themselves with modern data analytics capabilities inevitably improve their understanding of members and other constituents and thus improve their ability to craft more relevant and appealing offerings.

Executives who make the most of their data assets put their leadership and all levels of staff in the best possible positions to succeed, supporting each level with an improved ability to spot changes in member behaviors, identify new trends, and make decisions more quickly and with confidence.

Think of analytics as a way to have every person in the organization on the front lines of looking for change, giving you the best possible chance to respond effectively.

This executive brief provides an overview of how member-based organizations use data analytics to be more aware of and responsive to their evolving membership and environment.

*“As business leaders we need to understand that lack of data is not the issue. The reality is that most businesses are already data rich, but insight poor.”*  
- Bernard Marr, author and futurist

---

## WHY DO YOU NEED DATA ANALYTICS?

---

### GOOD DECISIONS ARE EVEN BETTER WHEN THEY HAPPEN QUICKLY

Deriving insight into your data using analytics is synonymous to driving with a GPS. With it, the route can be clear and without it, there is a risk of wandering off course. While Membership Systems are effective at collecting data and processing transactions, modern data analytics solutions like Nucleus excel at collecting the vast amounts of member data held in your different software systems and using it to arm your team with an ongoing view of trends and behaviors so that they can make fully informed decisions and reduce time to action.

## YOUR MEMBERSHIP IS CONSTANTLY CHANGING

Millennials have different behaviors and interests than Baby-boomers. Gen-Zer's are just as unique. Every association has member clusters and they constantly evolve. Association analytics solutions like Nucleus provide a window into these clusters and how they change. With member data brought into an analytics platform from all your different member-facing systems (most associations have systems for membership, e-mail marketing, events, learning/certification, Google Analytics, on-line community, advocacy and more), segmentation becomes easy – your team can easily see, for example, what members who joined in the past 5 years care about most, and how that differs from other members. Using this clarity to offer relevant and appealing programs to each segment provides the personalized service today's members desire and expect.

---

*Data Analytics helps you develop the personalized service that today's members desire and expect.*

---

## YOUR LEADERS NEED ACCESS TO DATA

You likely have multiple solutions that capture and even analyze or visualize data. E-mail marketing and Google Analytics, for example, can report on their own activity areas, but these are isolated data silos frequently only seen by staff in the IT department. Providing your business leaders and managers with anything less than ongoing access to complete member data limits their ability to be effective. By importing data from your e-mail and Google Analytics into a centralized data analytics solution like Nucleus and blending it with data from every other relevant source, you can make critical engagement activity visible to your brightest managers – and everyone else. Provisioning your team with today's incredibly rich data, plus the ability to slice-and-dice it however they wish, can be transformational.



## YOUR MEMBERSHIP SYSTEM DOES NOT HAVE THE WHOLE PICTURE

Most association leaders are very surprised to learn that, on average, only 20% of an association's member data is captured and stored in the Membership System today - and this percentage is shrinking steadily. Data is growing at a much faster rate in systems such as online communities, email marketing tools, and data captured from web traffic – and there is additional directly relevant information in your events and learning management systems. If you are making decisions only based on the data in your Membership System, you are missing a great deal of critical behavior and trend input.

---

*Only 20% of your membership data is stored in your AMS*

---

Tim Ward, Co-Founder and CEO of Gravitare, understands Membership System systems as well as anyone who has ever lived. He was the original Product Architect of NetForum, the first web-based Membership System and the product that all other Membership Systems today have emulated. He knew that Membership Systems could never store and manage the vast quantities of data that exist today and thus developed Nucleus specifically to address the gap in the modern Association's technology stack.

---

## WHAT ARE YOU MISSING WITHOUT DATA ANALYTICS?

---

### COMPREHENSIVE MEMBER ENGAGEMENT SCORING

A data lake rich with data from all your different systems is the key building-block to implementing an impactful member engagement scoring model. The concept behind engagement scoring is a simple one: assign points to all the activities happening across all your solutions (e.g. 1 point to read an email, 5 points to post to your on-line community, 50 points to register for a webinar, etc.) and then aggregate the scoring to create a trackable overview of engagement (trade associations roll individual scores up to the organizational level).

These aggregated scores generate a wealth of information - your most engaged members (advocacy or committee candidates), least engaged members (retention challenges), and most engaged non-members (acquisition targets) and ongoing insight into how they are trending.

With engagement scoring, you also have the opportunity to implement strategies to drive further engagement (sometimes referred to as gamification). By establishing awards such as free conference registration or incentives, you can drive your members or chapters to compete with one other, and potentially support a key organizational initiative that may have otherwise received tepid participation.

## LIFETIME VALUE OF MEMBERS

Knowing the lifetime value of a member is critical for determining how much you should spend to acquire and keep a member, often supporting the go/no-go decisions for programs or offerings under consideration. Most organizations need to compute this metric offline, collecting information from a variety of systems. Inevitably, this makes lifetime value less accessible (and typically, less accurate) than it should be.

---

*Always know the lifetime value of members*

---

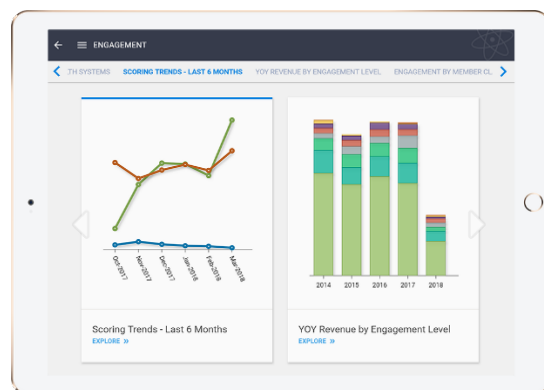
With a modern data analytics platform like Nucleus, not only will the system provide you current lifetime value metrics on an ongoing basis, but you can also readily filter the data and compute lifetime values for subsets of members and special groups.

## RECOGNIZING WHAT INFLUENCES BEHAVIOR

It's rare to uncover evidence of what truly influences membership renewals or annual meeting registrations. With a modern data analytics solution like Nucleus, and the inclusion of regression analysis, you can test and evaluate which activities most influence whether a member renews or not. This is a game changer! Once you identify the key influencing combinations of interactions for every different member cluster, you can focus your engagement marketing at the individuals (or organizations) to move them through the 1 or 2 additional engagements that will take them to a higher probability of renewal.

## OPPORTUNITIES TO MONETIZE YOUR DATA

It is possible that your aggregated data will be valuable to your members or other stakeholders. One emerging opportunity is “Member-Facing Analytics” – providing your members with self-service access to relevant analytics, such as allowing each member to compare their individual test results, certification level, or overall status to benchmark results from your industry. Often members are willing to pay for this information and with a modern data analytics solution like Nucleus, this can easily be provided by embedding Nucleus in your website behind a member login and pay wall.



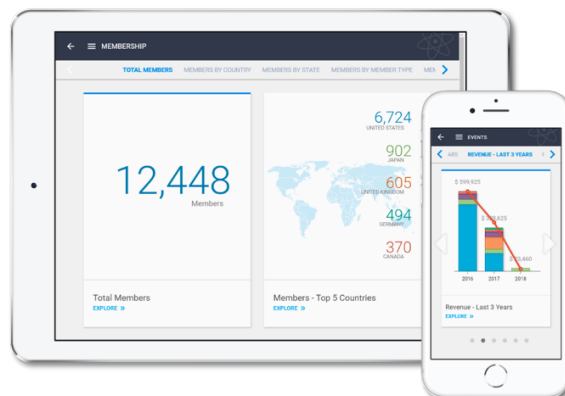
## NEXT-LEVEL REVENUE FORECASTING (INCLUDING WHAT-IF ANALYSIS)

At Gravitate, we know the budget cycle drives the annual organizational cadence at many associations and often elicits protracted debates to establish the rates for membership dues, annual meeting fees, and much more. The problem is that the data points to support the debate are often limited – mostly historical activity, some trend data, and perhaps input from the Board. With two years or more of member renewal or registration history, Nucleus can forecast month-over-month revenue trends. This can be tremendously valuable when deciding whether, for example, to increase the number of hotels for the annual meeting or determining whether to fund an important new initiative.

Associations need a revenue forecasting tool that takes the inputs from prior years, utilizes sound statistical modeling, and produces a future forecast that delivers confidence. Organizations running a state-of-the-art data analytics solution like Nucleus have such a tool at their disposal - and what's more, Nucleus clients have the ability to conduct *what-if analysis* to see how alternative decisions would impact the outcome.

## TOTAL MEMBER VALUE

For years the chosen method to demonstrate Total Member Value (TMV) to members to encourage renewal was to provide them a profile report of benefits provided by your organization. This approach has several weaknesses. A profile report can only include the data that is captured in the Membership System (< 20% of your total information), which substantially underrepresents the value you provide your members. Additionally, members don't always understand the value of each individual component or readily see how the total benefits and utility of their membership compares to their dues commitment. A modern data analytics solution like Nucleus, solves these two limitations by reporting activities and benefits from all your solutions, and by aggregating and presenting the side-by-side value of their benefits vs the cost of dues.

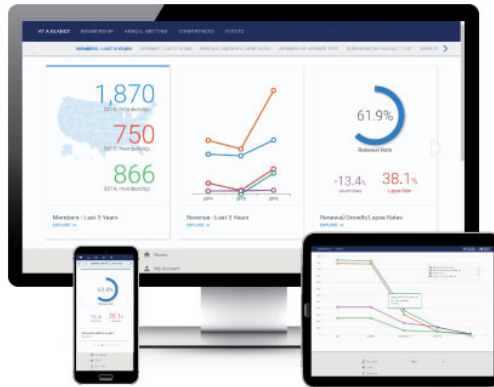


## CONCLUSION

We're all striving to better understand our members and provide them the best possible service.

Analytics give you and your team the greatest opportunity to identify changes to member clusters and the broader environment. They are the navigational tools needed to make good decisions more quickly and with confidence.

*"The price of light is less than the cost of darkness."*  
- Arthur C. Nielsen, Market Researcher & Founder of ACNielsen



## CHECK-LIST FOR CEOS CONSIDERING DATA ANALYTICS

- The solution comes with a built-in array of association-specific dashboards and data visualizations continuously expanded by the vendor.
- The solution allows your staff to create new visualizations through simple self-service.
- The solution includes pre-built integrations and connectors with your membership system and other solutions that generate member data.
- The solution has a powerful integration interface so it can be connected to any other systems quickly.
- There is no additional cost to making the system available to as many users as you'd like including all staff, the board, and even your members.