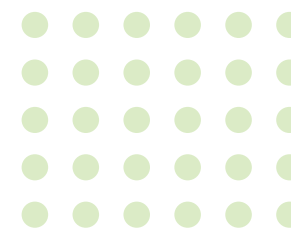# acumenAI CONNECTOR

Seamless Segmentation & Automation with AcumenAI Connector

- **Quickly Turn Insights into Action**
- **Push Lists Automatically into MAP**
- **Create & Save Dynamic LIsts**
- **Easily Execute Campaigns**
- **And much more!**

ASSOCIATION ANALYTICS

acumenAI CONNECTOR

Association marketers cite segmentation and automation as two of their biggest challenges. AcumenAI Marketing with AcumenAI Connector is the answer to both.

To achieve the best results, you have to reach the right segment of members with timely and relevant messages. AcumenAI helps you gain deeper insights into the many ways your members engage with your association, across all systems and different touchpoints. With integrated profile, demographics, and behavior data, AcumenAI enables marketers

to uncover highly targeted segments and build marketing and prospect lists to drive engagement and conversions. AcumenAI Connector extends this power by turning these newly uncovered insights into action across your digital ecosystem. These targeted listed you build in AcumenAI can be seamlessly and automatically linked to your Marketing Automation Platform to easily and quickly execute campaigns. And once you've identified your perfect list parameters, you can save it and the Connector will dynamically update each day as member behavior changes.

CONNECTOR IN ACTION

Your events team notices conference registrations are down compared to this time last year. With AcumenAI Events, they identify a specific segment, first year registrants, that are well below previous years and account for most of the discrepancy. With the help of the marketing team, they segment a list of first-time registrants into several targeted lists based on job level, tenure, and interests. Each targeted list is saved to AcumenAI Connector and attached to an email campaign that is customized to that segment and executed weekly with no further effort from either team. And, of course, the campaign performance data is available daily in AcumenAI Marketing and executive dashboards.

ASSOCIATION ANALYTICS