

# AANA Uses Data-Driven Insights *to* Increase Non-Dues Revenue *and* Create World-Class Member Experiences

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CASE STUDY



*“Associations are sitting on a gold mine of data that no one can get to... I told my board and CEO, with Acumen, I can solve two problems: I will increase non-dues revenue and create world-class member experiences based on data insights. I simply need you to unlock resources.”*



**Eric O'Connor**

Chief Growth Officer  
AANA

## Challenge:

### **So much data, but no way to access or use it**

AANA is the professional association representing over 57,000 Certified Registered Nurse Anesthetists (CRNAs) and student registered nurse anesthetists nationwide. Like many associations, AANA struggled with how to glean useful insights from their organization's data. While AANA's Chief Growth Officer, Eric O'Connor, was new to the association space, he was not new to understanding how valuable an organization's data can be.

“Associations are sitting on a gold mine of data that no one can get to. We needed data and insights to drive decisions at the board level. We needed to look for opportunities that were hidden in the data that we couldn't access. I told my board and CEO, with Acumen, I can solve two problems: I will increase non-dues revenue and create world-class member experiences based on data insights. I simply need you to unlock resources.” O'Connor recalls.

# Insight 1:

## Pivot to Profitable with Real-Time Data

Before implementing Acumen, like most associations, AANA's marketing team would track registrations on a spreadsheet and get the final numbers a month after their event happened, offering no insight into what drove registration or how to make improvements if registrations were low. Now with Acumen, marketing gets sales data in real-time that they use to inform and adjust their marketing efforts.

Recently, AANA hosted its first paid virtual event. Early on, they were able to see from the data in the platform that their marketing campaign had no traction, enabling them to pivot, realign their messaging, and ultimately exceed their



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sales goals for the event. “With Acumen, you can see how marketing campaigns are performing and converting (or not), and that’s super important so you can change your marketing in real-time. By seeing the data then adjusting our approach, we recently ended up profiting \$70K on a meeting that wasn’t originally looking promising,” says O’Connor.

## Insight 2:

### Sometimes *the* Biggest Insights are Found *in the* Holes

After wasting a lot of time and money trying to create pivot tables in Excel, AANA started using the Acumen platform to aggregate and mine their data. While their initial goals were to measure member engagement and determine what new products and services members would find valuable, one of their first big discoveries was that they had serious holes in their reporting. Prior to implementing Acumen, AANA had a very dated IT infrastructure that didn't connect with their association management solution (AMS). After implementing Acumen, the marketing team began to log in to the platform daily to review product sales reports. They noticed a surge in sales of a particular product on Black Friday, yet that revenue – over \$200K - didn't show up in their AMS so finance would have had no view of the revenue until they reconciled their bank statement the following month.



"I guarantee every business would buy this platform if they could spot and stop poor practices based on what they learn from the platform. Before Acumen, we had so many broken processes and couldn't tell what was profit-generating. We've covered the cost of implementing Acumen simply by no longer doing those things that were costing us money and not generating a return," comments Mr. O'Connor.

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# Insight 3:

## Data Validation (or invalidation) of Long-Held Assumptions

The staff at AANA had some long-standing assumptions about who does and doesn't renew during their first five years of membership. What they uncovered through the data is that renewal rates for members in their first and second years were around 66% while members with three through five years renew at 88% and members with 10+ years renew at 96%. This highlighted that they weren't doing enough to educate students on the value of membership prior to graduation. Now, they allocate more resources towards building the association's value proposition for new and younger members.

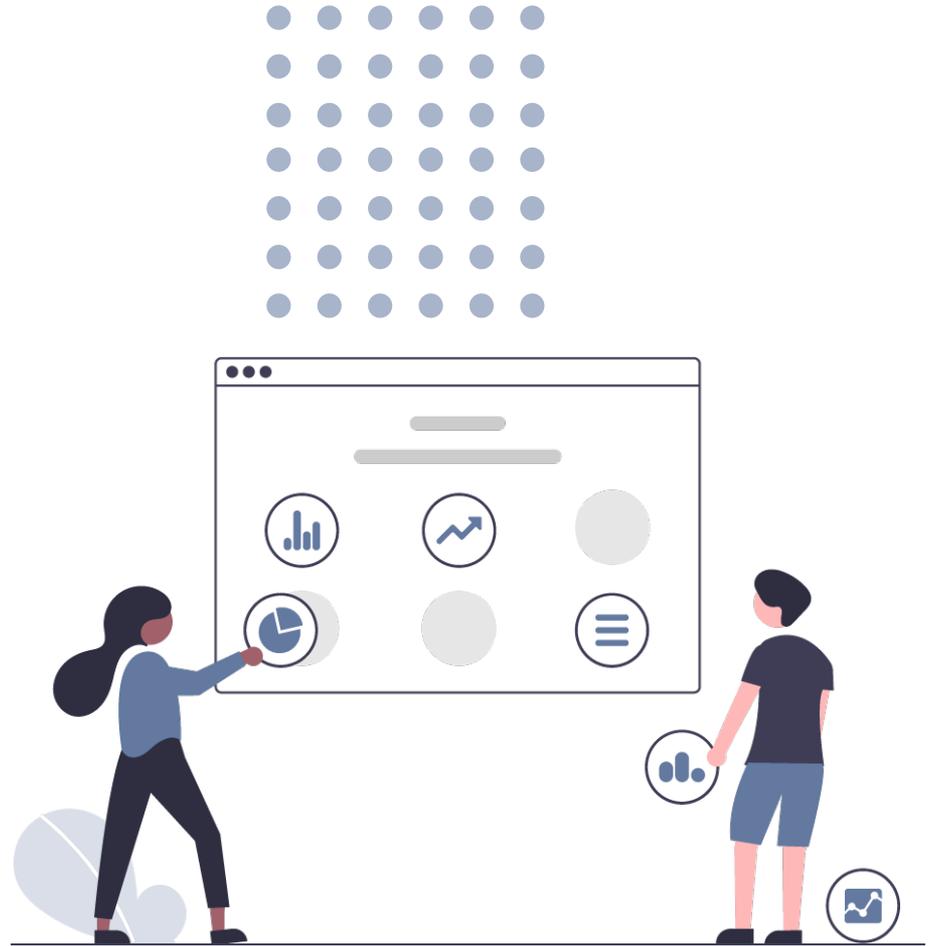
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# Insight 4:

## Data *can help* Identify Revenue Opportunities

For many years prior to Acumen, AANA would develop new products without any real insight into whether it was what their members wanted, and pricing was based on best “guestimates”. At AANA, the marketing organization drove the culture shift to data-driven decision making. Now, every new opportunity is informed by the data. Marketing identifies a potential issue, looks to see what the data is telling them and then figures out how to solve for it.



## Advice *for* Associations

When asked what advice he would offer to an association considering Acumen, O'Connor says, "You have to be ready to fix broken processes. Don't be afraid to start. A system like Acumen shines a flashlight on your bad data. We knew systems were broken; we knew we had dirty data, but we didn't know where. Now we're cleaning things up. You have to start somewhere."



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# AANA



The American Association of Nurse Anesthesiology (AANA) is the professional association representing over 57,000 Certified Registered Nurse Anesthetists

(CRNAs) and student registered nurse anesthetists nationwide. The AANA promulgates education and practice standards and guidelines and affords consultation to both private and governmental entities regarding nurse anesthetists and their practice.

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## 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



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OF DATA