

ASCO Case Study: Using Data and Metrics for Continued Membership Growth

ASCO's Membership

Current state

- Growth of 4% – 7% annually
- Retention rate of 93%

Challenge

- Core domestic base: growth is flat, audience is maturing, and market is saturated
- New membership audiences: understanding what they need

Where to Start: Data Needed

Data analytics to examine what we know from our members current behavior

Input from Members on benefits and membership value

Data Analytics – Baseline

Membership Tenure

- Years of membership

Lifetime Value

- Revenue gained from members over full tenure, including dues and non-dues revenue

Recency, Frequency, Monetary Value (RFM)

- Non-dues member purchases
- Look at members from “best customer” prospective

Develop Metrics and Strategies to Impact Key Performance Indicators

Encourage greater awareness and use of benefits and services

- Increase frequency and recency of engagement: journal access, volunteer opportunities, virtual products

Enhance volunteer program

- Most significant impact on membership tenure for ASCO

Develop Metrics and Strategies to Impact KPIs

Build integrated marketing strategies

- Cross promote programs and services
- Increase frequency and recency of non-dues revenue: conference registrations, donations, product purchases

Complete data analytics in another year to see impact of strategies

New Strategies on Engagement

- Begin engagement in first year of membership
 - Build awareness of benefits and value
- Increase touch points – the more engaged, the more connected to membership value
- Set up database to track engagement

Member Input: Ask Them!

Quantitative Survey on member benefits and value

Qualitative Interviews in key audience segments

- Core member, segment by practice location
- Early career
- International members
- New audience segments

What We Confirmed

- Members value ASCO and the work it does to advance the field
- The *Journal of Clinical Oncology* and the Annual Meeting had highest awareness and mention of most valuable member benefits
- And when you keep looking...

We Also Learned

- Each audience felt ASCO is predominately serving another segment
 - Demographic cross-tabulations highlighted important differences
 - Value proposition too broad
- Awareness not high for benefits that would meet member needs

Next Steps

- Develop targeted value propositions and messaging for audience segments
 - Message matrix focused on value
- Increase targeted awareness of benefits
- Develop strategies to increase member engagement
- Continue looking at membership categories and benefits

Questions

