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
  o Message matrix focused on value
• Increase targeted awareness of benefits
• Develop strategies to increase member engagement
• Continue looking at membership categories and benefits
Questions