



2770 Arapahoe Road | Suite 132, PMB 233 | Lafayette, CO 80026
www.directhitmarketing.com · (303) 666-0798

Direct Hit Marketing – Association Membership Analysis Packages

Direct Hit Marketing – Association Membership Trending and Retention Analysis

1. Membership Macro Trends (with membership revenue) over the Last 5+ Years
2. Membership Renewal and Retention Detail Analysis
3. Member Type Renewal and Retention Detail Analysis
4. Demographic and Firmographic Renewal and Retention Detail Analysis
5. Geographic Renewal and Retention Detail Analysis
6. Loyal Member profiles
7. One Time Member Profiles
8. Special Metrics based on client specific data
9. Examines data by the individual and the sending location
10. Written Observations and Recommendations to improve association membership acquisition and retention

Direct Hit Marketing – Association Membership Attendance Profiling Analysis

1. Membership attendance summary by event type for last five years. Examines attendance trends by membership types.
2. Studies membership types and related demographics and metrics in detail for each event.
3. Written Observations and Recommendations to improve membership event attendance.

Direct Hit Marketing – Association Membership Marketing Analysis

1. Examines the membership direct marketing campaigns over the last member acquisition and retention cycle and provides performance metrics.
2. Custom report set designed with client's special business rules and available data sets
3. A full direct marketing attribution by channel and campaign. Takes the data beyond basic counting and surface e-mail metrics.
4. Make membership-marketing campaigns more powerful with a data driven foundation on what messaging really works.
5. Written Observations and Recommendations to improve membership direct marketing performance.