

Data Analytics Built for Associations

Our platform brings all your data together in one place — to visualize, analyze and take action.





For the Love of Data

Our love of data and the powerful insights it unleashes drove us to create Acumen, ***our data analytics platform built exclusively for associations.*** Hundreds of pre-built integrations into the most used association tech systems make it the industry's go-to analytics choice. With Acumen, associations get a single source of truth for your data with a full 360-degree view of your members' activity. You also get a dedicated team of data-loving experts ***focused solely on analytics for associations.***

“
They don't feel like a vendor,
they feel like part of our strategy.
Part of our strategic team that
helps us move forward.
”



— Reggie Henry, Chief Engagement and Information Officer, American Society of Association Executives (ASAE)



CENTRALIZED DATA

Bring data together from all your platforms for a 360-degree member view and single source of truth.



DATA-INFORMED DECISIONS

Real-time data that drives informed decisions for additional revenue, increased retention and engagement, lowered marketing costs, higher event attendance and more.



PRE-BUILT INTEGRATIONS

No more wasted time wrangling data, writing queries or waiting for reports.



DATA-LOVING EXPERTS

Passionate team of experts who love helping associations discover insights and act on their data to truly transform the way they do business.



INSIGHTFUL VISUALIZATIONS

Hundreds of out-of-the-box visualizations, based on industry best practices, to help all staff analyze and interpret their data.



TEAM ENGAGEMENT EXPERTISE

A dedicated team and proven methodology to ensure employees embrace data analytics and understand how to put it to work.