Case Study: Using Segmentation to increase engagement
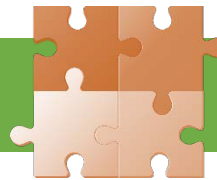
Objective:
To increase member engagement through targeted marketing, communications, and product/service strategies

Challenges:
- Diverse membership with a wide variety of experiences and needs
- Lack of member engagement
- Lack of metrics to measure member engagement

Solution:
- Segmentation study incorporating both existing member data and survey data
- Factor analysis on attitudinal batteries to understand the underlying groupings of attitudes clustering on similar dimensions
- Additional analyses (latent class, discriminant analysis, K-means) to explore various solutions and select the strongest segmentation model)

Outcome:
- Successfully arrived at a four-segment solution with extensive profiling of each segment; use of internal member data allows the association to classify all members into segments
- Findings will be used to develop programs and communications targeted to meet each segment's needs; metrics also put in place to obtain ongoing measurement of engagement

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