AMS Analytics

Connect your Association's data to your mission.
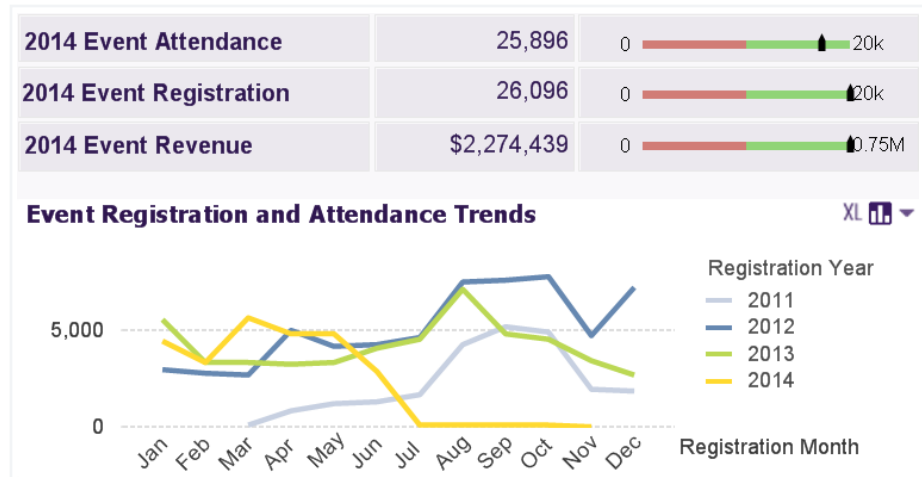
What Is AMS Analytics?

AMS Analytics provides deep analytics for an association's membership, event registration, products, finances, subscriptions, and more. The install is quick - you'll be able to track metrics and measure results immediately! AMS Analytics works with the industry-leading AMS (Avectra) and is built on the powerful QlikView platform.

What Can You Do with AMS Analytics?

– Analyze retention, growth, registration, demographic, and engagement trends
– Create membership profiles with key demographics and engagement history
– Optimize organizational efficiency, resource allocation, and program design
– Deliver advanced analytics that display high level trends and deep dives in one place
– Compare marketing initiatives to improve communications and build targeted marketing campaigns
– Measure member engagement by analyzing conferences, webinars, and other events
– Save money and time with a pre-built solution
– Build membership scores to better understand your members

Nov 2014 Membership	247,344	
Rolling 12 Retention	71.49%	0% ━━━━ 100%
Rolling 12 Month Growth	4.90%	-100% ━━━━ 100%
2014 Membership Dues	$98,320,074	0 ━━━━ 10M

Year over Year - Membership Trends

The membership executive dashboard shows an overview of membership, growth, and retention.

2014 Event Attendance	25,896	0 ━━━━ 20k
2014 Event Registration	26,096	0 ━━━━ 20k
2014 Event Revenue	$2,274,439	0 ━━━━ 0.75M

Event Registration and Attendance Trends

The events executive dashboard shows an overview of attendance and revenue.