

# Data Insights for Marketers

Get insights exactly when you need them

- Pull Targeted Member Lists
- Push Lists Automatically into MAP
- View Enhanced GA4 Web Analytics
- See Conversions Across All Channels
- And much more!





### **Member Segmentation for Personalized Outreach**

Send more personal and relevant messages by segmenting your members based on their demographics or behavior with you across all your platforms.



### **Quick & Easy Access to Segmented Marketing Lists**

Quickly execute marketing campaigns by building your own lists and automatically pushing them into your marketing automation platform.



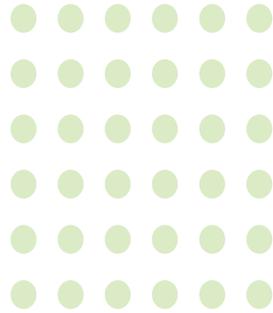
### **Real-Time Actionable Insights for Real-Time Adjustments**

Instead of waiting until it's too late, make real-time adjustments to your marketing campaigns with insights about registrations, renewals and conversions.



### **Analyze Conversions and ROI Across All Channels**

Understand your marketing ROI by viewing how GA4 web analytics and channel conversions correlate to renewals, events, purchases and more.



“With AcumenAI, you can see how marketing campaigns are performing and converting (or not), and that’s super important so you can change your marketing quickly. We ended up profiting \$70K on a meeting that wasn’t looking promising by pivots made because of data we were able to see.”

— Eric O'Connor, Chief Innovation Officer, American Association of Nurse Anesthesiology