PROPFUEL DOUBLES NEW MEMBER COUNT OVER TRADITIONAL MARKETING IN A/B TEST CAMPAIGN

A common strategy utilized by associations to gain new members is the **free trial.** Prospective members sign up for a limited time at no cost, experience an association's benefits and ideally become a member after the free trial expires.

One PropFuel client in the healthcare industry utilizes what they call "guest accounts" (trials) as an acquisition strategy. They conducted a 3-month experiment to determine which method of post-trial communications would result in more conversions: their existing email technology or PropFuel.

Which campaign resulted in higher membership conversions?



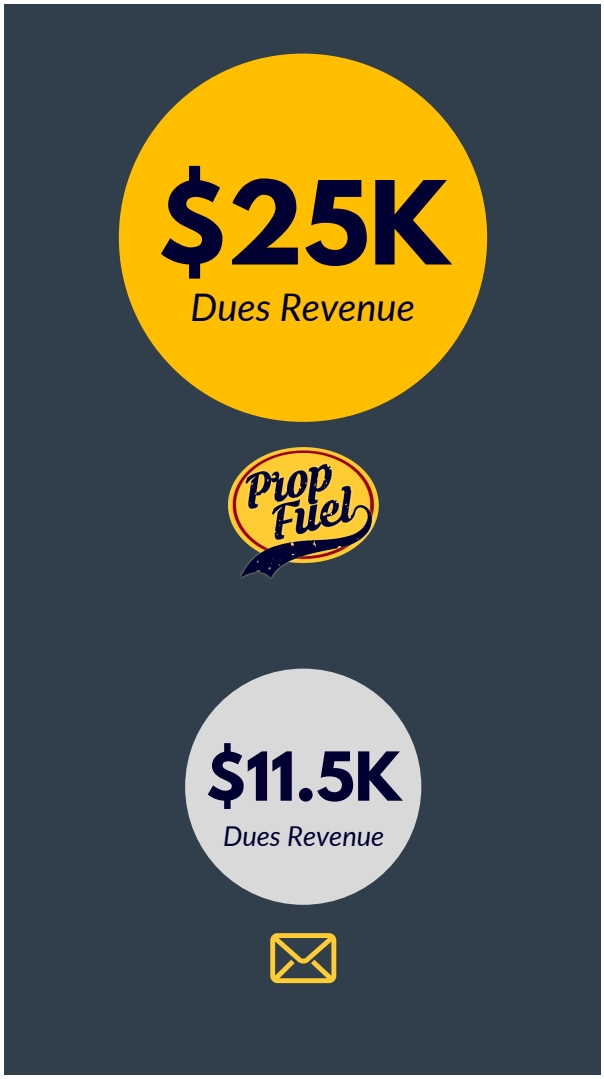
SPOILER ALERT: PROPFUEL CRUSHED IT!

We understand; you're busy and don't always have time to read a full case study. Here are the high points of the campaign results:



TO THE LEFT

81 guests who received post-trial Propfuel communications joined the association as paying members. Of those who received the traditional campaign, 40 guests joined the organization.



TO THE RIGHT

The PropFuel campaign brought in $24,975 of new member revenue versus $11,475 from the traditional campaign - a 218% increase.

A DETAILED LOOK: TRADITIONAL MARKETING MEMBER ACQUISITION CAMPAIGN GROUP A



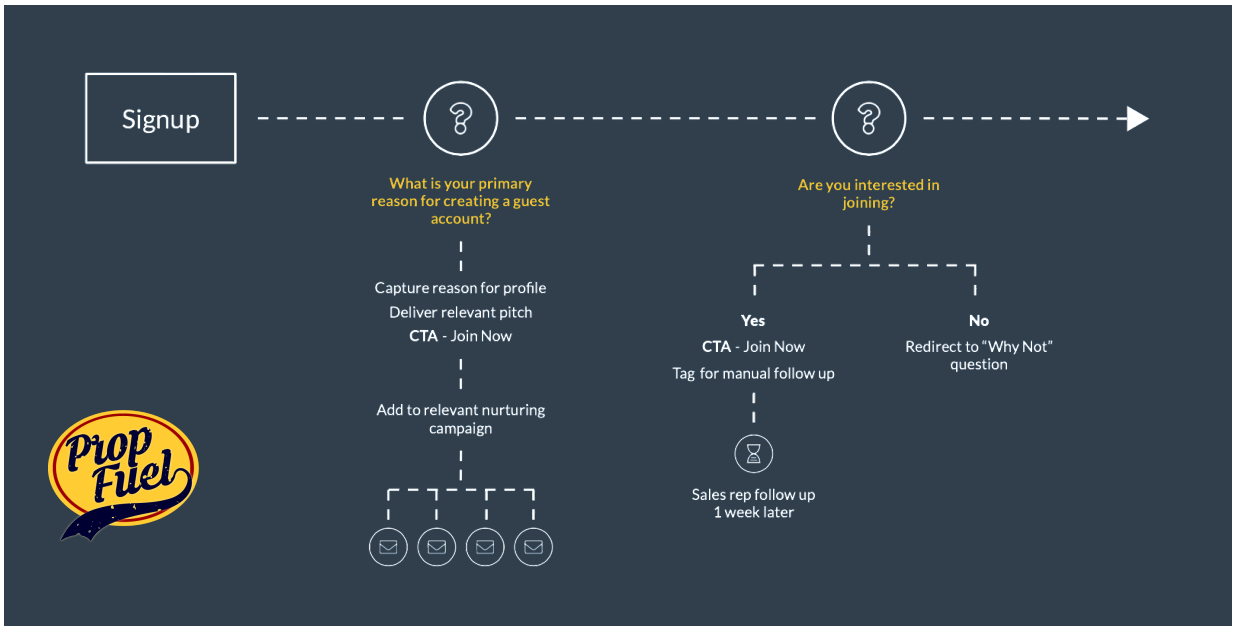
For the "A" test group, the association used their standard method of acquiring new members from guest accounts. This campaign uses their existing marketing automation system to deliver a series of drip emails over time, beginning once users' trial accounts expired.

Emails in the workflow outlined a different member benefit in each message, with a call to action for guest account users to join the association.

The emails were generalized, broadcast communications, without the ability to capture additional information on intent and interests about the prospective member.

This campaign method resulted in 40 new dues-paying members.

A DETAILED LOOK: PROPFUEL MEMBER ACQUISITION CAMPAIGN GROUP B



For the "B" test group, the organization built a campaign in PropFuel to start a conversation with guest account holders about their trial.

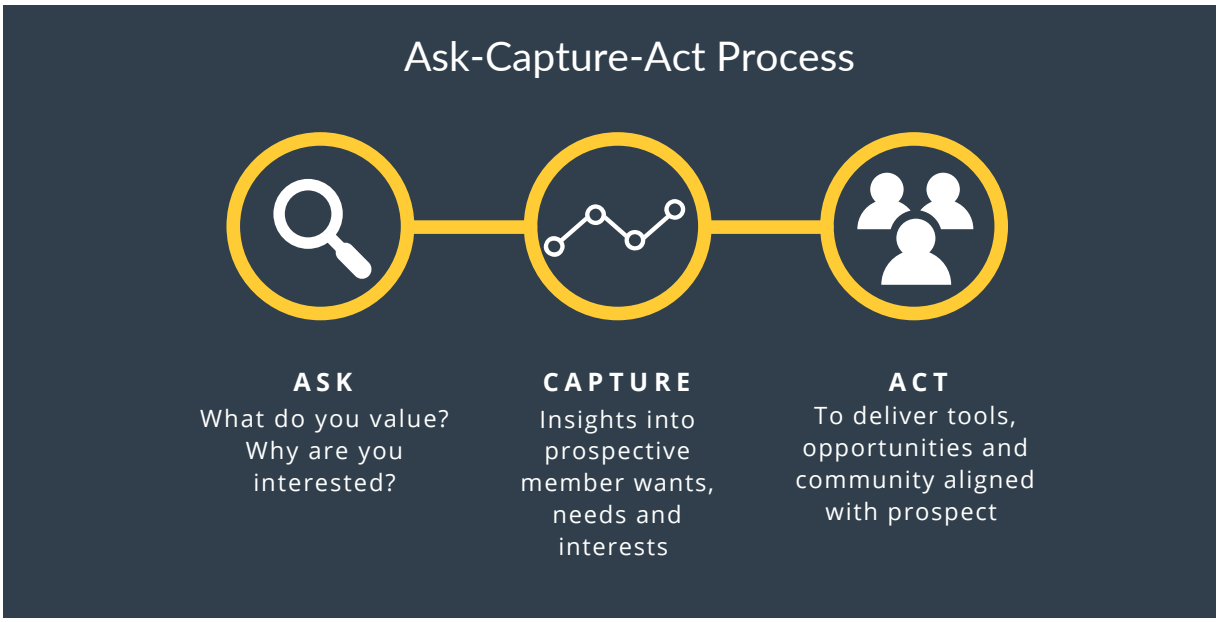
The first communication in the campaign asked users the simple question, "What is your primary reason for creating a guest account?" This question was designed to gain insights from the **Voice of the (Future) Member** and deliver a relevant, individualized message to encourage membership.

Users who answered the question were placed into a nurturing campaign, tailored based on their responses. For example, users who answered that they created a guest account to access news, articles and magazine were directed to a landing page explaining this member benefit, along with a follow-up email. Also, they were automatically tagged to be entered into a second campaign to request their mailing address for a free copy of the magazine.

This campaign method resulted in **81 new dues-paying members - more than double** that of the traditional campaign.

RESULTS

By using PropFuel to gain a better understanding of prospective member interests and needs, our client was able to more deeply engage with guest account users on an individual basis.



As a result, this association **doubled its member conversion rate** compared to the traditional repetitive, broadcast method of communication and acquisition. In addition to engaging a higher number of individuals as official members of their community with PropFuel, the association also benefited monetarily: with **$13,500 in additional dues revenue!**

We would love to get to know more about your organization and how PropFuel's conversational engagement platform can help you engage members more effectively.

Book a Demo