



AT A GLANCE

AAAE considers its members the backbone of the U.S. airport system. Its members work to provide safe, efficient, and world-class experiences for passengers, and AA AE supports airport operators in those efforts and at every step in their careers.

KEY STATS

\$73,000 *generated in registration fees*

93% *campaign renewal rate*

65% *of members renewed after first campaign email*

AAAE Uses Marketing Automation to Increase Revenue and Retention

Automating Event Attendance and Member Retention

To deliver on the promise of top-tier industry knowledge and support, the American Association of Airport Executives (AAAE) aimed to improve member outreach through new digital, automated processes. It focused on two areas for 2017: event registrations and member renewals.

Simple Automated Campaign for Big Member Renewal Results

AAAE built its first automated renewal campaign for individual members in 2017. The goal was to increase on-time member dues renewal and improve member retention from previous years, when AA AE used more traditional, mailing-based campaign tactics. The new digital renewal process was automated but would include personalized messages from the AA AE team. This first campaign would be a four-month renewal campaign cycle.

AAAE developed an automated workflow for its member renewal campaign, which included email outreach in specific increments to encourage the ultimate action of renewal (with resources and calls to action along the way). The four-month campaign included personalized messages and a phone call after the renewal due date, if no action had been taken by the individual member.

► Check out the Higher Logic Webinar on **The Business Impact of Marketing Automation on Event Registrations**, hosted by Higher Logic's Vivian Swertinski and Beth Arritt, Staff Vice President at AAAE



The renewal campaign was an immediate success:

- 65% of members renewed after the first automated email; the average renewal time is two months, so most members renewed an entire month before their actual due date.
- 93% of members in the campaign renewed
- Campaign showed positive cash flow because of the early renewals, as well as postage savings

Annual Event Nurture Campaign Mirrors an 'Abandoned Shopping Cart' Approach

Abandoned cart campaigns are common in online retail. When you put an item in your cart but don't make it through checkout, you receive an automated email reminding you to complete your purchase. This highlights two critical aspects of the marketing process: timing and relevancy.



AAAE used this approach to bolster early event registrations for its annual conference. It targeted two audience segments using web tracking: members who had visited the event website at least five times and members who visited the registration page but had not yet registered (classic "abandoned cart" methodology).

Once a subscriber hits the designated criteria, they enter an automated campaign comprised of five emails sent over a 20-day period. Emails promote the event, offer justification letters, and remind potential attendees of the value of the conference. If they register during this time, they are removed from the series.

The results were staggering: the promotions led to a 25 percent increase in early registrations and a total of \$73,000 in additional non-dues revenue. Ultimately, AAAE had the highest event attendance in five years. Campaign emails averaged a 50 percent open rate and a 17 percent click rate – proof that timely, relevant emails can achieve above-benchmark metrics.

We've touched the audience when it was 'just in time.' And the fact that we can track over \$73,000 directly to clicks in the campaign - it's fantastic.."

- Beth Arritt, Staff Vice President, Marketing, AAAE

HIGHER LOGIC

Higher Logic is an industry leader in cloud-based engagement platforms. Our data-driven approach gives organizations an expanded suite of engagement capabilities, including online communities and marketing automation. From the initial web visit to renewal and ongoing engagement, we help you track and manage interactions along each stage of the digital customer experience. Organizations worldwide use Higher Logic to bring people all together, by giving their community a home where they can interact, share ideas, answer questions, and stay connected. Everything we do - the tools and features in our software, our services, partnerships, best practices - drives our ultimate goal of making your organization successful.