

ROI Framework for Community Platforms for Associations

Business Impact	KPIs / Behavior	Measurement (Active vs non-active Before vs after launch)
Retention	<ul style="list-style-type: none"> • Platform / mobile app logins • E-mail Open Rate • E-mail Click Through Rate • Session duration • Page views per session • Documents downloaded 	<ul style="list-style-type: none"> • Customer Lifetime Value • Satisfaction score • NPS • Reduced Membership Churn • Member onboarding success - rate • Exit Survey Completion
Contribution Member Activation	<ul style="list-style-type: none"> • Questions asked / answered • Likes, Comments • Blogs / Articles posted • Documents uploaded • Event registrations • Participant searches & connections (DM; Follow) • Active Volunteers • Active Working Groups 	<ul style="list-style-type: none"> • Event Revenue • NPS • Average number of replies to questions • Average time to community response • Sense of community survey • Successful connections (e.g. Mentors, Jobs) • DAU/MAU
Support& Efficiency Membership Success Self-service	<ul style="list-style-type: none"> • Peer-to-peer questions asked • Member-driven answers • Reduction in member support questions • Content searches • Adoption of membership products & services • Product & services feedback 	<ul style="list-style-type: none"> • Reduced questions / emails / support cases • Cost savings on email/event software • Effective platform integration • Reduced staff time
Growth Acquisition & Reach Authority Building	<ul style="list-style-type: none"> • Website / platform visits • New members from WOM • Event registrations new members • Documents downloaded by new members • Community SEO attribution 	<ul style="list-style-type: none"> • Member growth • (Repeat) Event participant growth • Improved SEO/more website visits • External promotion by community members • More positive quotes, testimonials, cases • Enhanced advocacy / Industry Impact Reports • Repeat event / New event attendees
Relevance Feedback & Sector Impact	<ul style="list-style-type: none"> • Survey/poll responses • Popular themes and topics • Most popular content • Staff questions answered • Comments on staff posts 	<ul style="list-style-type: none"> • Collected feedback & ideas • Decision-making influenced • Event evaluations • Members voting at GA • Industry Impact Reports