

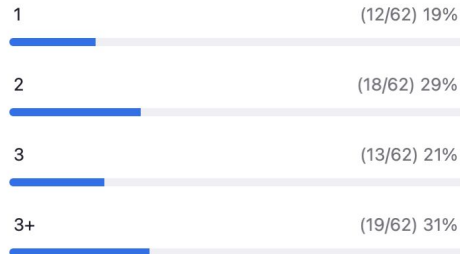
Making data personal: delivering meaningful member experiences in 2023



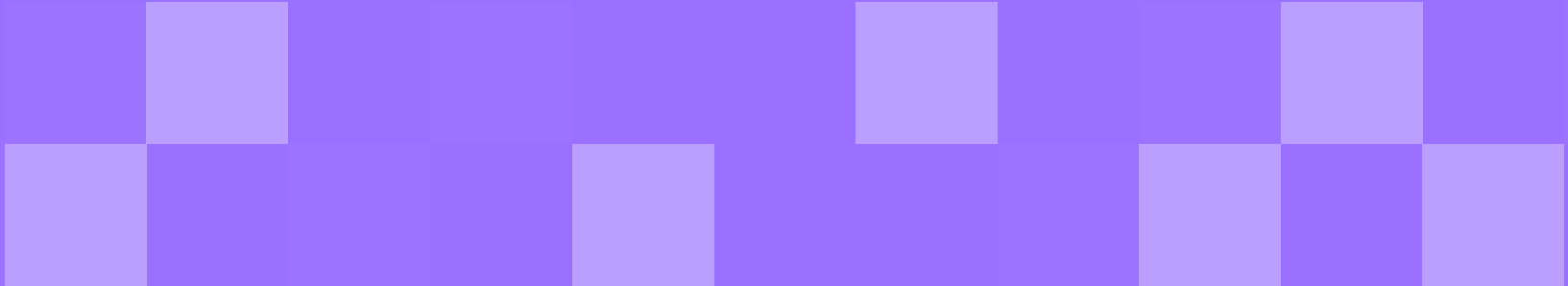
Poll: In how many platforms is your organisation's data stored?

Places poll

1. In how many platforms is your organisation's data stored? (Single Choice) *

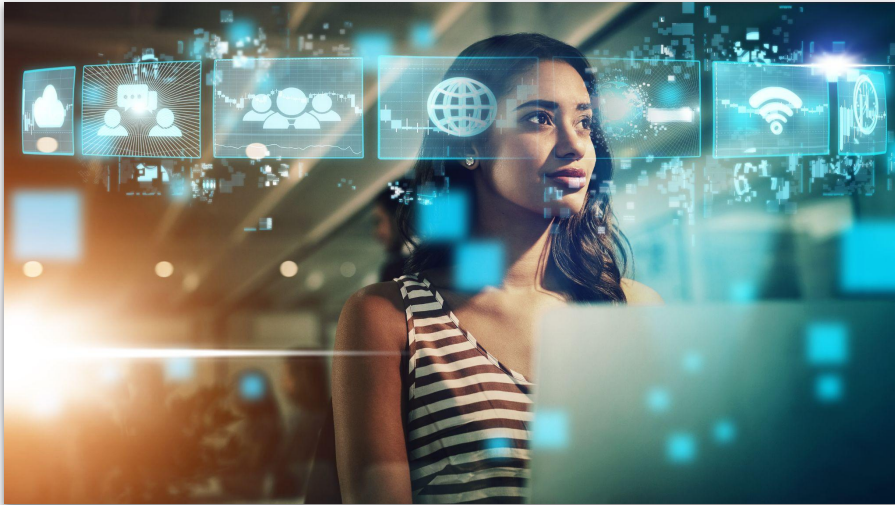


Understanding data





DATA DRIVES EVERYTHING



- You can't underestimate the importance of data in the corporate world
- Collating data in the right way is essential in order to gain useful insights and better target & retain members
- Ask - what data is important to your organisation and what is unimportant?



WHAT DATA DO YOU REALLY NEED?

- How useful is the data that you are collecting and what do you need?
- E.g. - is sex of member important when you don't segment data that way?
- Don't ask a question unless you are going to use the data provided
- Risk - data can become quickly out of date - don't ask 40+ application questions
- What is your process for updating frequently-changing data? E.g. self service tool.





TRUSTED DATA MATTERS

Why it is important that your data is clean and up to date:

- One email address per contact - avoids missed comms & duplication
- Members change job & move organisation at different times
- Members' needs change as their career develops - e.g. information, events, training
- Enables development of personalised services, resources and marketing
- Ensures membership grade changes can be automated & renewals run smoothly
- Retention - accurate data helps to reduce risk of members lapsing





WHAT DOES 'GOOD' DATA MANAGEMENT LOOK LIKE?



- 1 email per contact
- Always up to date information - name, title, organisation etc
- All data points -email opens, purchases, event bookings etc - captured in one place against one contact
- Engagement vs Retention - which can good data help more? Members at different stages of their membership journey need different levels and types of engagement.

- **Established** 2004
- **Represents** over 2000 self storage facilities (70% of all Europe facilities)
- **Mission:**
 - to provide a common voice for the industry throughout Europe, support the development of national associations
 - position the self storage industry as a reliable business partner and sector

Association FEDESSA

FEDESSA
FEDERATION OF EUROPEAN
SELF STORAGE ASSOCIATIONS

About Us Membership Publications Events Industry Info Suppliers Customer info Contact us

Login Join

FEDESSA Conference 2022

Federation of European Self Storage Associations

We represent almost 2000 self storage facilities which is over 70% of the self storage facilities in Europe, including all the major operators.

Sunday 5 - Wednesday 9 February 2023

2023 Winter Workshop

Two days of speakers, industry workshops, skiing and networking in St. Anton, in the Tyrolean-Alps region of Austria.
St Anton - Austria

Find out more

FEDESSA Annual Industry Report 2022

Compiled in conjunction with CBRE, the FEDESSA Annual Industry Report is now available. See how the industry has performed over the past 12 months. Survey produced with input from operators to help quantify the size and drivers of the industry across Europe. Follow the link to download your copy.

Find out more

Winter Workshop 2023

The exclusive SSA UK Winter Workshop, held in the prestigious St. Anton, in the Tyrolean-Alps region of Austria, is open to just 50 delegates and is the perfect opportunity to attend small group workshop sessions led by industry experts and network with fellow business owners, as well as spending time on the region's famous slopes.

More information here

Storage facility locator

Enter a suburb or postcode to search for your closest FEDESSA member and get a quote for self storage.

10 km

Find a national self storage association

We support established national self storage associations to meet the highest standards for self storage and help new self storage markets to form their own national associations to facilitate growth.

Find a national self storage association

Please select...

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Design and development by Pixis Group

MEMBERSHIP

- Members are national associations across Europe.
- Self storage operators automatically become members of FEDESSA when they join a national association
- 14 national associations across Europe - Portugal just joined

National Self Storage Associations



Belgian Self Storage Association



Danish Self Storage Association



Dutch Self Storage Association



Finish Self Storage Association



French Self Storage Association



German Self Storage Association



Irish Self Storage Association



Italian Self Storage Association



Norwegian Self Storage Association



Spanish Self Storage Association



Swedish Self Storage Association



Swiss Self Storage Association



UK Self Storage Association



MULTIPLE ASSOCIATIONS, MULTIPLE SYSTEMS, MULTIPLE CHALLENGES

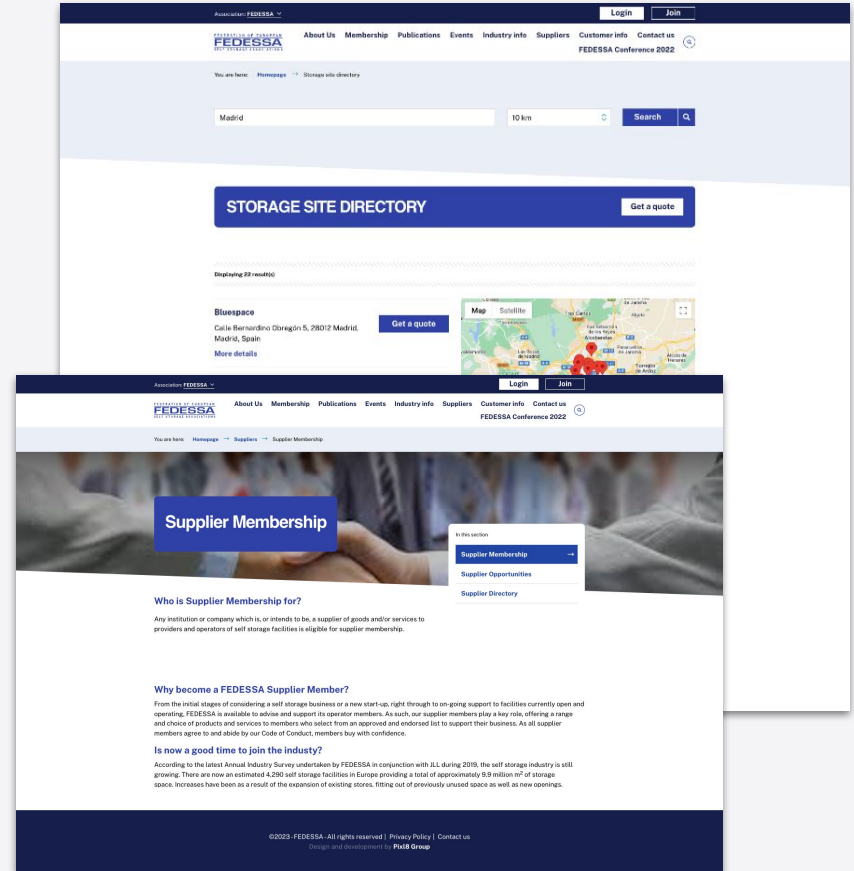


- Each national association had their own individual CRM, email and CMS systems
- Each association had varying levels of system sophistication - some more advanced than others. Some used excel and Wordpress
- National associations couldn't share their data across their own systems, with other associations or with FEDESSA



STRATEGIC GOALS

- FEDESSA wanted to market collectively to all members across national associations and provide tailored marketing in local languages.
- We wanted to give associations local access to shared systems and data. Separate systems & siloed data stopped us doing this.
- Prime aim was to bring all membership data together



CHOOSING A DATA SOLUTION



Business Intelligence and analytics



Enterprise Solutions



Association Management Systems (all-in-one)



Website



READYMEMBERSHIP



[Platform](#) [Resources](#) [Our Customers](#) [About us](#)

[Book a demo](#)

More than membership management

Our Membership and Association Management Software has everything you need to run a membership association.

Membership

Events

**Communities &
Groups**

Website & CMS

**Design & User
Experience**

Email Marketing

**Ecommerce &
Finance**

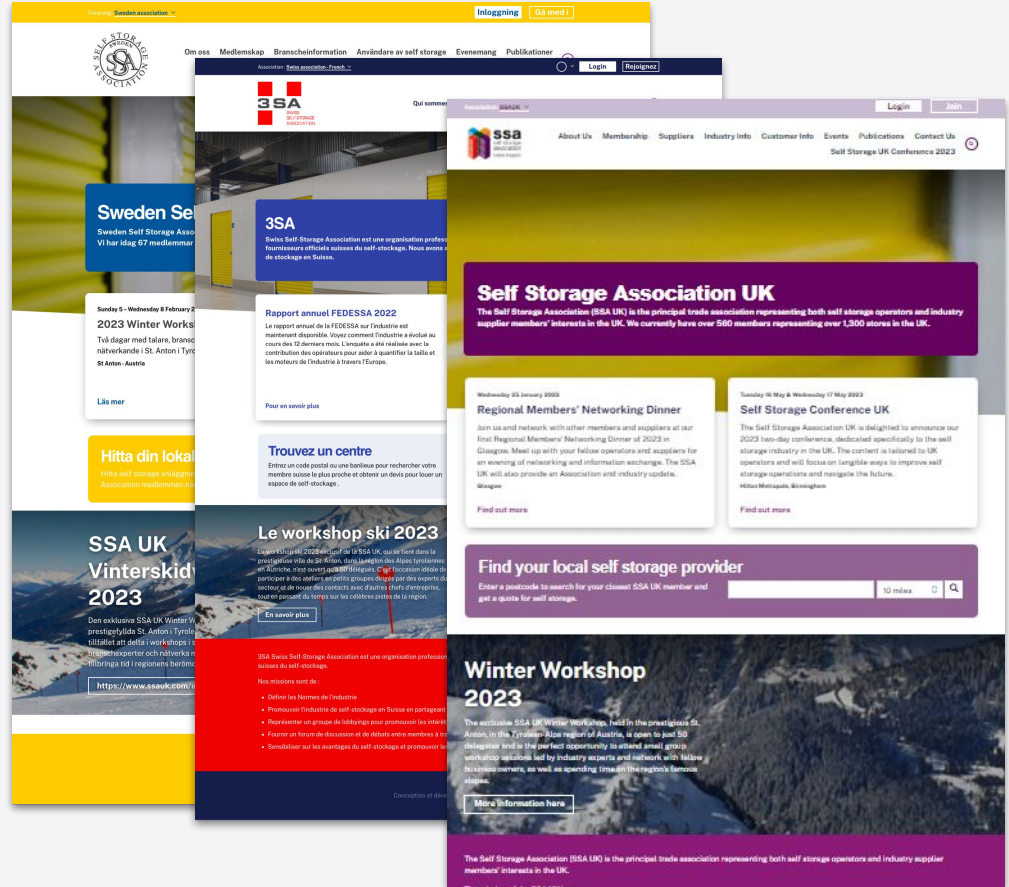
**Dashboards &
Reporting**

[Explore the features](#)

MULTI-TENANCY: SHARED DATA, GATED ACCESS



- Multiple local language websites on a single platform
- Member data from all associations captured in ReadyMembership CRM
- Gated access means that national associations only see their own member data while FEDESSA can access all associations data
- Permissioned admin means multiple associations can manage their own website, events, emails, separately on the same platform





MOVING MULTIPLE DATA SILOS INTO ONE SYSTEM

What's involved:

- Cleaning data
- Deduping records
- Merging records
- Permissioning & gating data

The screenshot shows a CMS interface with a dark purple header. The header contains a logo, a search bar labeled "Quick find...", and several navigation tabs: "FEDESSA", "CMS", "CRM", "Events", "Payments", and "Email centre". A dropdown menu is open under the "CMS" tab, listing various site versions and associations: "BSSA Dutch version", "BSSA French version", "Danish Association", "Dutch Association", "French CISS", "Irish Association", "Italian Association", "Portuguese Association", "SSAJK", "Sweden association", "Swiss association - French", "Swiss Association - Italian", "Swiss Association 3SA", and "Manage sites". Below the dropdown, a table displays site content. The table has columns for "Type", "Status", and "Public access". The rows include: "Homepage" (Published, Unrestricted), "Page" (Published, Unrestricted), "Event custom homepage" (Draft, Unrestricted), "Page" (Published, Unrestricted), "Page" (Published, Unrestricted), "Page" (Published, Unrestricted), "Page" (Published, Unrestricted), "Page" (Published, Unrestricted), "Page" (Inactive, Unrestricted), "Page" (Published, Unrestricted), "Storage site directory" (Published, Unrestricted), and "Event Booking page" (Published, Unrestricted). A "Flush page caches" button is visible in the top right corner of the content area.

Type	Status	Public access
Homepage	Published	Unrestricted
Page	Published	Unrestricted
Event custom homepage	Draft	Unrestricted
Page	Published	Unrestricted
Page	Published	Unrestricted
Page	Published	Unrestricted
Page	Published	Unrestricted
Page	Inactive	Unrestricted
Page	Published	Unrestricted
Storage site directory	Published	Unrestricted
Event Booking page	Published	Unrestricted

Poll: Are you customising your communications based on the information that you have on your members?

Personalisation poll:

2. Are you customising your communications based on the information that you have on your members?

- | | |
|-----------------------------|-----|
| 1) Basic personalisation | 72% |
| 2) Advanced personalisation | 16% |
| 3) No variations | 12% |



UNIFIED DATA IN SINGLE PLATFORM: DELIVERED BENEFITS

01

**GREATER EVENTS
DATA VISIBILITY**

- Analyse events attendance Europe wide
- Compare webinar vs in-person events
- See breakdown of event attendees by country

02

**DEEPER & WIDER
DATA ANALYSIS**

- See who is attending events outside of their home region
- See how many delegates from a country
- e.g. Sweden- attending UK events
- See email opens & clicks across associations

03

**PERSONALISED
EVENTS**

- Develop events tailored to members at different levels / career stages
- E.g. create events aimed at people who have been members for 10+ years
- Automate targeted emails for tailored events to specific audiences

04

**AUTOMATED &
TARGETED EMAILS**

- Target different member segments within specific associations or Europe-wide
- Target members with content and resources based on interest tags
- Develop comms strategy for different personas and automate delivery

CREATING MEMBER PERSONAS

FEDESSA created user personas for members and non-members

We ask a series of questions when they sign up - and automatically assign tags depending on their responses.

We then can target tags to personalise comms - Change language, look etc.

What do you like about self storage?	<input type="radio"/> I prefer developing sites than operating them
	<input type="radio"/> I am more of an operations person
	<input type="radio"/> I like both operating and developing
How Tech savvy are you	<input type="radio"/> I always get the latest tech as soon as it comes out
	<input type="radio"/> I like the new stuff but tend to let someone else test it
	<input type="radio"/> I only get new tech when I need it
	<input type="radio"/> I am not a tech person and still have a nokia phone
How do you prefer to attend events	<input type="radio"/> Online for everything
	<input type="radio"/> Online only when I can't attend in person
	<input type="radio"/> Online for training but in person for networking and socials
	<input type="radio"/> In person for everything
	<input type="radio"/> No real preference
Why did you join the association (select all that apply)	<input type="checkbox"/> For the legal/business support
	<input type="checkbox"/> For the networking
	<input type="checkbox"/> To show my customers I meet the industry standard
	<input type="checkbox"/> To use the standard agreement
	<input type="checkbox"/> For the training
	<input type="checkbox"/> To attend events
	<input type="checkbox"/> To read the magazine
	<input type="checkbox"/> For information on starting a business
	<input type="checkbox"/> Benchmarking data
	<input type="checkbox"/> HR support
	<input type="checkbox"/> Because I am an association person



UNIFIED DATA + RULES = POWERFUL PERSONALISATION

Conditional content

» Show content based on custom rules

Condition *

Scotland (Web request)



Content *

Rich text editor toolbar with icons for Source, Undo, Redo, Find, Bold, Italic, Underline, Strikethrough, Text color, Background color, Bulleted list, Numbered list, Indent, Outdent, Link, Unlink, Text wrap, Styles, and Format.

Join us on the birthday of Scotland's favourite son for an evening of information exchange and networking with other members - operators and suppliers - at the first Regional Members' Networking Dinner of 2023 in Glasgow.

body

Paragraphs: 1, Words: 36

Alternative content

Rich text editor toolbar with icons for Source, Undo, Redo, Find, Bold, Italic, Underline, Strikethrough, Text color, Background color, Bulleted list, Numbered list, Indent, Outdent, Link, Unlink, Text wrap, Styles, and Format.

Have you ever experienced Burns night in Scotland? Here is your chance along with your fellow SSA UK members and suppliers at the first Regional Members' Networking Dinner of 2023 in Glasgow. After the event there will be a tour of some of Glasgows best pubs where you can soak up the atmosphere with some Scotch and Haggis.



Top tips:

- Only gather data you need
- Make sure all your data is in one place
- Garden your data effectively
- Give members tools to update
- Consider data and risks you hold around it
- Take reasonable efforts to protect data

Takeaways:

Unifying data:

- Lets you shape personas and segment your membership in multiple ways
- Improves your outward facing comms by letting you target personalised messages
- Gives you inward facing intelligence that lets you advance as a business



Keep in touch:

The Forward - monthly newsletter

<https://pixl8.com/theforward>

Video

Watch the Pixl8 Update on

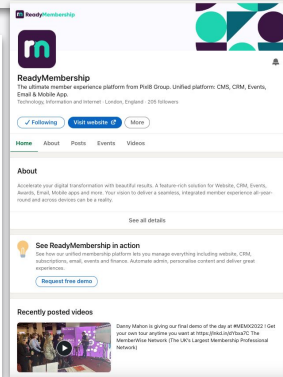
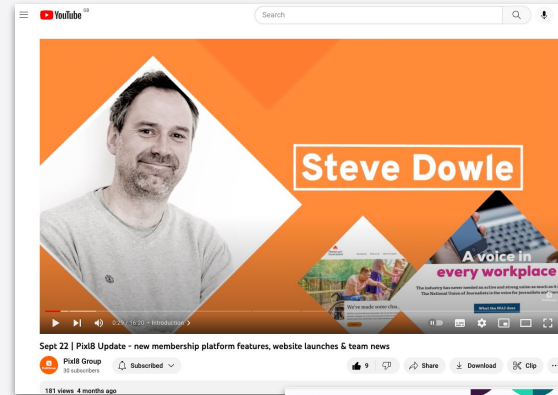
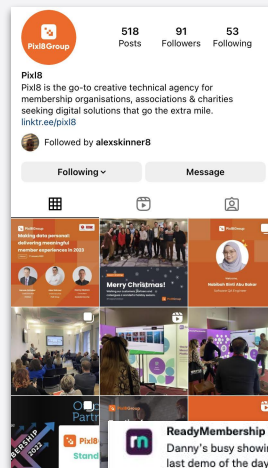


Websites

<https://pixl8.com/>

<https://readymembership.com/>

Social



Q & A