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# The Causeis Launchpad

Presented by Michelle Lelempsis, Causeis

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# Your Presenter



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and experience the  
difference!



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# Our difference

We help associations grow through digital transformation.

Are the most trusted and awarded digital consulting partner for associations in Asia Pacific.

Our work improves the lives of over 300,000 members every day.

We are the recipient of the SmartCompany Smart50 List, Smart50 Workplaces and ASI Global iMIS Partner of the Year for three consecutive years.



# Access your resources now...

Next Live Demo



[causeis.com.au/demo](https://causeis.com.au/demo)

Launchpad Benefits



[causeis.com.au/launchpad](https://causeis.com.au/launchpad)

Association Training



[causeis.com.au/upcoming-events](https://causeis.com.au/upcoming-events)



# Just some of our 65+ clients







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iMIS + More Functionality + Designed by  
Association Professionals = Launchpad

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iMIS, the world's best  
AMS, just got even  
better at Causeis.

More functionality than  
ever before.

The screenshot displays the iMIS Resource Library dashboard. On the left is a dark sidebar menu with options: Community, Membership, Launchpad Extensions, Analytics, Jobs Board, Video on Demand, Resource Library (highlighted), Map Directory, Multi-Cart, Duplicates, Smart Login, SMS Management, Event Tables, Historical Trends, About Launchpad, Fundraising, Events, Commerce, Advertising, Marketing, and Certification. The main content area features a summary table, two charts, and a resource list.

Downloads this month	Downloads this year	Resource views this year	Resources revenue
0	2	150	\$0
Total downloads	Total resources	Views this month	Visits to resource library
2	22	4	166

Smart library usage trailing 30 days: A line chart showing resource library visits (blue) and resource views (red) from 18/03/2024 to 15/04/2024. A tooltip for 22/03/2024 shows 8 visits and 8 views.

Top 5 popular resources - by views: A donut chart showing 104 total views.

Navigation tabs: Resources (active), Collections, Categories.

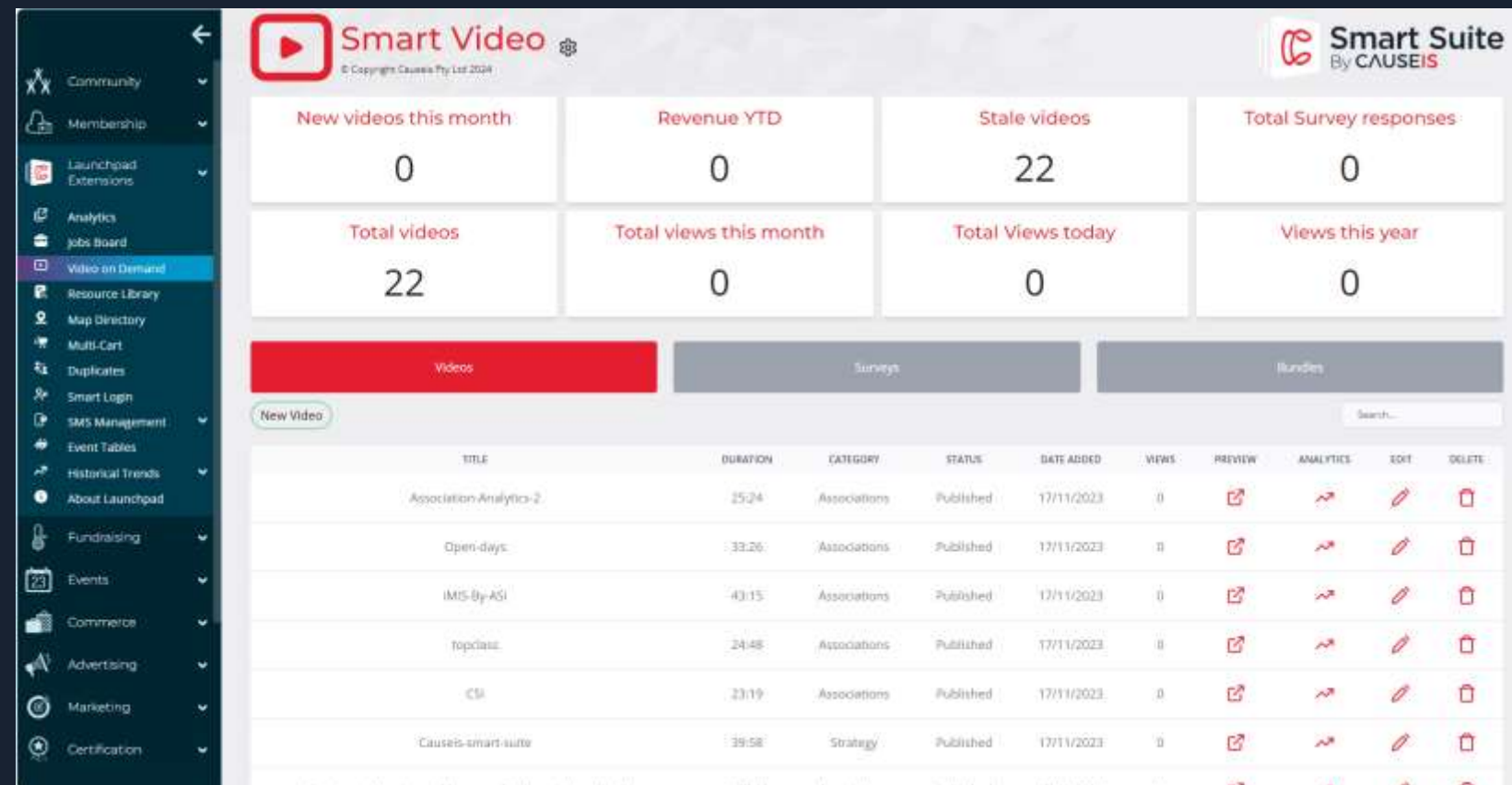
New resource button and search bar.

TITLE	CATEGORY	CREATED ON	UPDATED ON	SECURITY	STATUS	VIEWS	PREVIEW	ANALYTICS	EDIT	DELETE
Office Odyssey: Navigating the Unpredictable	Miscellaneous	09/01/2024	10/01/2024	Public	Published	5				





# More functionality than ever before



The screenshot shows the 'Smart Video' dashboard within the 'Smart Suite' interface. It features a sidebar with navigation options like Community, Membership, Launchpad Extensions, Analytics, Job Board, Video on Demand, Resource Library, Map Directory, Multi-Cart, Duplicates, Smart Login, SMS Management, Event Tables, Historical Trends, About Launchpad, Fundraising, Events, Commerce, Advertising, Marketing, and Certification. The main content area displays a summary of video performance with the following data:

Metric	Value
New videos this month	0
Revenue YTD	0
Stale videos	22
Total Survey responses	0
Total videos	22
Total views this month	0
Total Views today	0
Views this year	0

Below the summary, there are tabs for 'Videos', 'Surveys', and 'Bundles'. The 'Videos' tab is active, showing a table of video entries:

TITLE	DURATION	CATEGORY	STATUS	DATE ADDED	VIEWS	PREVIEW	ANALYTICS	EDIT	DELETE
Association Analytics-2	25:24	Associations	Published	17/11/2023	0				
Open-days	33:26	Associations	Published	17/11/2023	0				
IMS By ASI	43:15	Associations	Published	17/11/2023	0				
topclass	24:48	Associations	Published	17/11/2023	0				
CSI	23:19	Associations	Published	17/11/2023	0				
Causes-smart-suite	39:58	Strategy	Published	17/11/2023	0				



## Classified Marketplace

Connect your members with potential buyers and sellers via a community-driven classifieds



## Jobs Board

Support your industry and create new value through an online jobs board



## Videos on Demand

Manage and sell your online video content all in the one place



## Resource Library

Showcase your wealth of content online with a searchable library



## Login Simplicity

Improve your user experience when recovering credentials or creating a new account

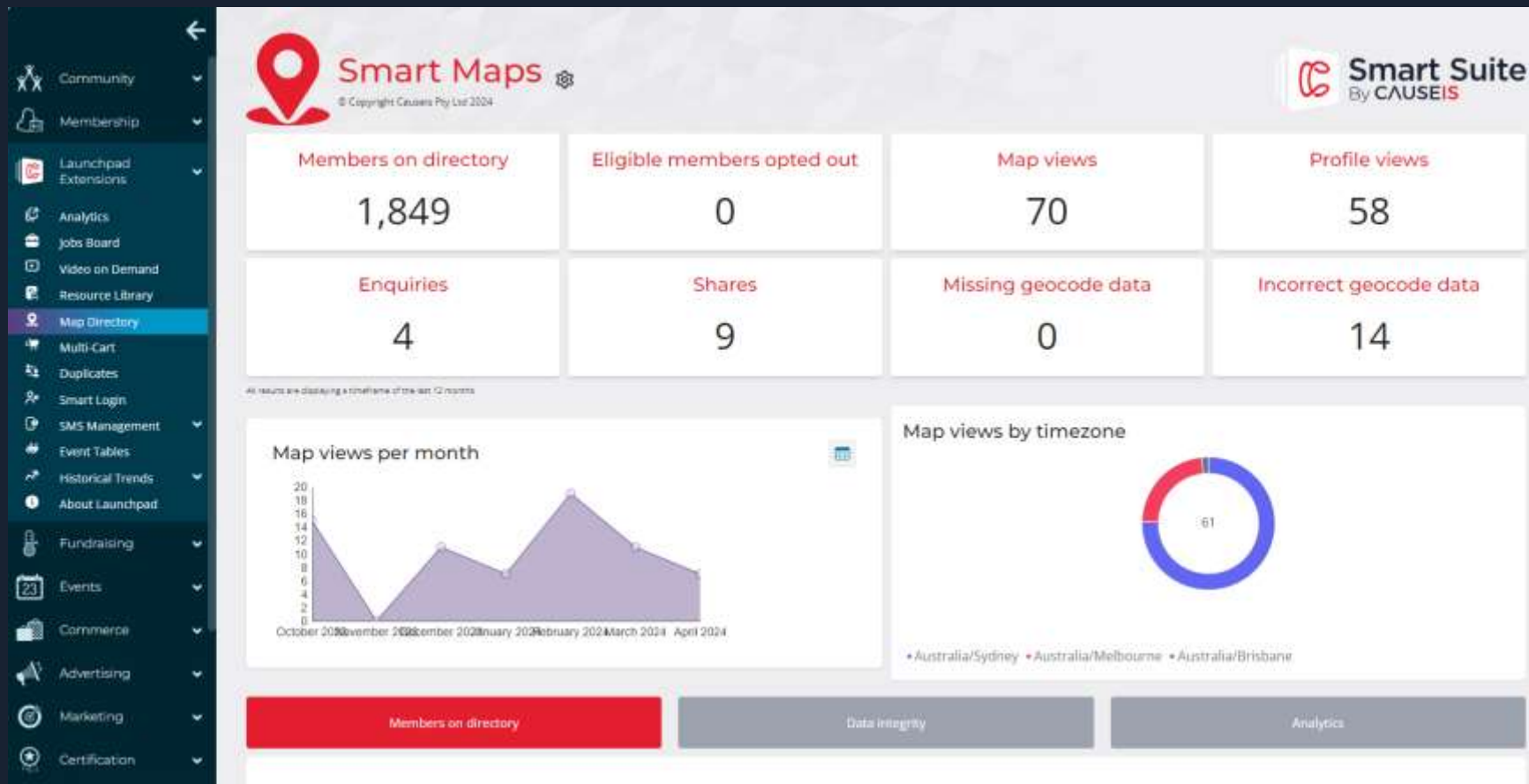


## Historical Trends

Drive association growth through automation of trend analytics and performance tracking



# More functionality than ever before



## Gated Analytics

Track and measure what content and pages your members are accessing on your website



## Advanced Duplicates

Merge duplicate contact records in your database with ease



## Event Tables

Enable your event registrants to manage their guest registrations for table bookings



## Multi-Currency Cart

Enable the sale of products in up to two currencies on your website



## Mapping Directory

Improve your value proposition by connecting your members with their target audiences



## SMS Messaging

Send targeted SMS messages to your membership directly from iMIS

# Accelerated implementation

Let Causeis do the configuration with an expected project timeline of 4 months. Allowing **immediate ROI** at go-live.

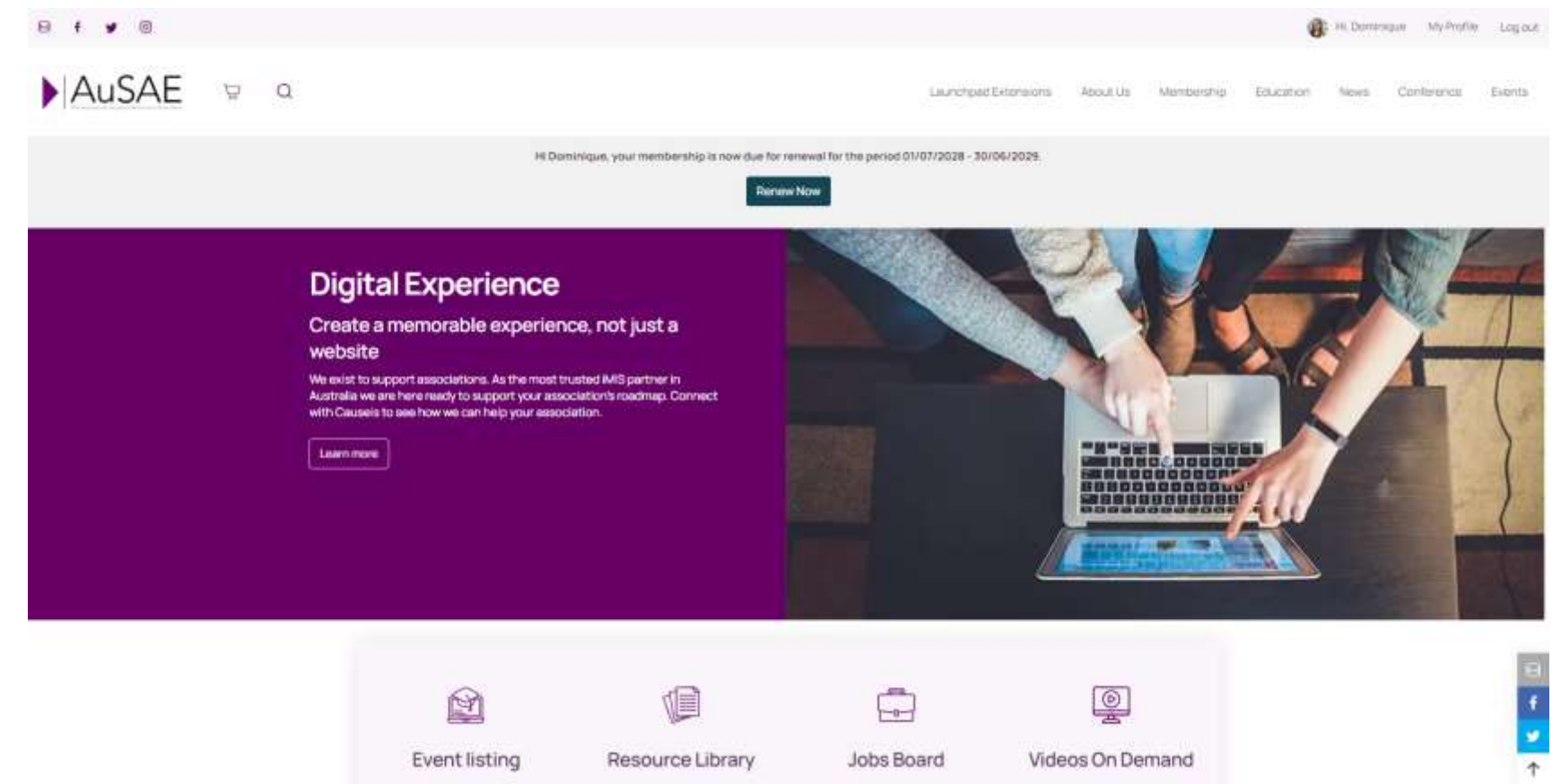


[causeis.com.au/demo](https://causeis.com.au/demo)



# Website to Impress your Members

Designed by our UX Consultants, you'll gain access to **award-winning website designs** to deliver dynamic, personalised and engaging experiences.



# Prepackaged Automations to Drive your MVP

Automation to **designed by**  
**Association professionals** to  
add value and grow your  
membership.



- ✓ Abandoned cart nudging
- ✓ Abandoned join nudging
- ✓ 90 day onboarding journey
- ✓ Renewal campaign
- ✓ Event delegate experience
- ✓ Post-event surveys
- ✓ CPD automation and Certificates
- ✓ And more....



# Data migration for success

Led by an experience data analyst your data migration is critical to the project success. Up to three data migrations including a **go-live simulation** for your peace of mind.



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# New revenue & ROI opportunities

Access immediate new revenue opportunities with digital services and predesigned member journeys.



[causeis.com.au/demo](https://causeis.com.au/demo)



# Enabling your growth

Our clients have seen these immediate benefits

- \$80,000 in new revenue in year 1.
- \$100,000 in new revenue due to new digital content services.
- 15% increase in member engagement.
- Growth in retention from 60% to 81% due to improved renewal strategy.



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**Brit Steers**  
**Marketing & Communications**  
**Coordinator, Jobs Australia**



**Watch now**



- ✓ Enabled join online resulted in **5 new Company Members** (in December) and continue to flow in.
- ✓ **214 registrations for 3 events** with almost no promotion.
- ✓ **2,592 automated communications** out to Members. These touchpoints would have previously been manual or non-existent.
- ✓ Improved staff efficiency by at **least 50% due to reduction on manual tasks**. This will increase over time once knowledge of the system increases across the board.





Let's demo



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# Connect with us



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Discover the Causeis difference.  
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