

# Cascade3d Membership Intelligence Platform

...turning member data into retention strategy

Using AI to analyse real member behaviour...

- **encourage new joiners to get active within their critical first 30 days**
- **deliver personalised campaigns automatically from data you already hold**
- **see engagement across classes, swimming, courts and the gym in one place**
- **spot disengaging members and intervene before they cancel**

## New Member Activation

The evidence shows that members who engage in group exercise classes stay more than twice as long as those who never attend. Fewer than 5% of new joiners attend a class within their first 30 days. The platform identifies new members and automatically triggers a personalised activity invitation sequence at day 7, 21 and 28 via Cascade3d Communicate.

## Activity Nudge

Members who attended regularly but have since gone quiet are often at an early and recoverable stage of disengagement. The platform automatically identifies these lapsed regulars and delivers a personalised message, highlighting activities they previously attended, with a single click back to online booking.

## Early Warning

Members who disengage rarely announce it. Cascade3d's models identify the behavioural signals – falling visit frequency, missed bookings, reduced activity, often signalling cancellation risk 6–8 weeks in advance: enough time for a targeted re-engagement offer or a staff conversation.

## Turning data into retention

The Membership Intelligence Platform turns the behavioural data you already hold in your existing leisure management system into targeted, automated retention campaigns delivered through your current marketing platform or **Cascade3d Communicate**.

## Cascade3d Communicate

Our direct email and SMS campaign automation platform receives audience segments directly from the Membership Intelligence Platform – no manual export, no spreadsheet, no delay – closing the loop from insight to member interaction automatically.

>85%

**Never attended a class**

*of all members at a live leisure trust – a huge untapped audience already inside your membership base*

<5%

**30-day new joiner activation**

*fewer than 1 in 20 new members attend a class within their first month*

2×

**Median membership length**

*regular class attenders stay more than twice as long as those who never try a session*

6–8 wks

**Early disengagement warning**

*behavioural signals surface weeks before a disengaging member is likely to cancel*

[\* Facts and figures are from the Cascade3d Intelligence Platform – membership and group exercise analysis]

*Your journey starts with a free retention strategy conversation.*

Call **+44 (0)1285 425690**, email [contact-us@cascade3d.com](mailto:contact-us@cascade3d.com) or visit [www.cascade3d.com](http://www.cascade3d.com)

Cascade3d has been at the forefront of data analytics for leisure, sport, fitness and healthcare organisations for 25 years, helping hundreds of operators to understand, engage and retain their customers.

The Cascade3d Membership Intelligence Platform is built and proven on live multi-venue leisure trusts. It is vendor-independent, evidence-led, and ready to interrogate your existing system data.