A Quick Guide to

Member Data Platforms

What's a Member Data Platform?

A Member Data Platform integrates with all the tools you love using and feeds your member data into one centralized database. It's built with for associations and serves the unique needs of membership organizations

Why use a Member Data Platform?

A member data platform is an integral tool for understanding and improving your member experience. It will give you the complete picture of your end-to-end member journey.

How does a Member Data Platform differ from...

A Data Lake
A data lake stores raw, unfiltered data. The goal of a data lake is to centralize all the data an organization has. The downside of this is that the data is only accessible to technical staff.
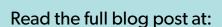
A Data Warehouse
Similarly, the difference between a Member Data Platform and a data warehouse is accessibility. A warehouse isn't for everyday business users but for technical professionals.

A Customer Data Platform
A customer data platform is also a central location for data. It's not intended for associations doesn't support the nuances of membership out of the box.

A Database
A traditional database typically only provides information about one particular part of your organization, whereas a Member Data Platform connects with multiple systems.