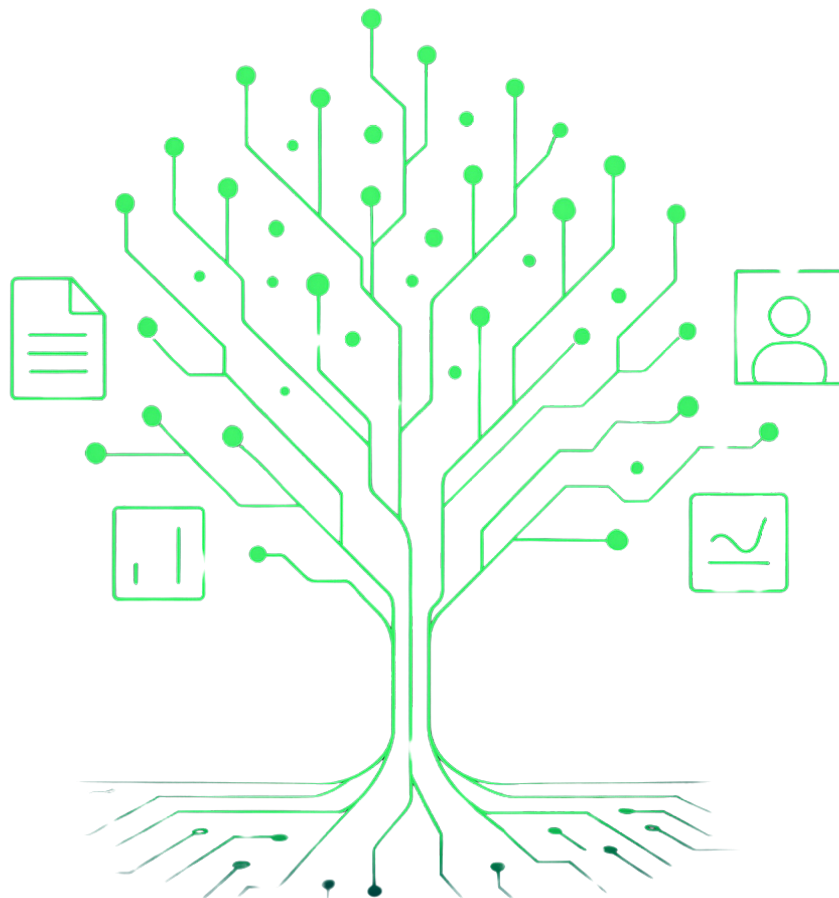


Revolutionizing Scientific Networking with MemberJunction and Rex

American Geophysical Union (AGU) Case Study



OVERVIEW

The American Geophysical Union (AGU), a leading organization in the scientific community, embarked on a transformative journey by implementing MemberJunction's data platform alongside Rex, an AI-powered personalization engine. This powerful combination revolutionized member engagement through sophisticated networking recommendations. As a premier organization with over 60,000 members across 137 countries, AGU faced a unique challenge: connecting researchers with similar interests in highly specialized, niche scientific fields where traditional networking methods fell short. MemberJunction's unified data platform provided the foundation that made Rex's advanced AI capabilities possible.

THE CHALLENGE

AGU's members are primarily researchers and scientists dedicated to specific, niche areas of study within Earth and space sciences. Identifying peers working in similar domains required advanced technology beyond basic data matching. Traditional methods had significant limitations:

- **Siloed Data Sources:** Research data, member profiles, and engagement metrics existed in disconnected systems
 - **Manual Profile Matching:** Relying on self-reported interests and manually created taxonomies
 - **Limited by Attendance Data:** Only connecting researchers who attended the same events
 - **Static Taxonomies:** Using outdated checkbox systems that failed to capture the nuance of scientific specializations
 - **Missed Opportunities:** Valuable potential collaborations remained undiscovered due to these limitations
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” The association space is a **little confused as to exactly how to use AI**. Many default to implementing chatbots, but **we envisioned a broader application**. ”

Thad Lurie,
SVP of Digital and Technology

THE SOLUTION

MemberJunction's data platform unified AGU's disparate data sources, creating a comprehensive foundation for Rex's AI-powered recommendation engine. This integration enabled Rex to **analyze the vast body of content produced by AGU's members**—including journal articles and presentation abstracts.

The combined solution delivered a powerful system that could recommend connections between members who had never interacted before, **revealing potential collaborations that were previously unimaginable**.

KEY INNOVATIONS



Natural Language Processing

Moving beyond taxonomies and checkboxes to analyze the full text of scientific publications



Advanced AI Vectorization

Using cutting-edge AI to transform complex member contributions into meaningful connections



Deep Content Analysis

Comparing complete publication histories rather than limited profile data to discover meaningful research connections



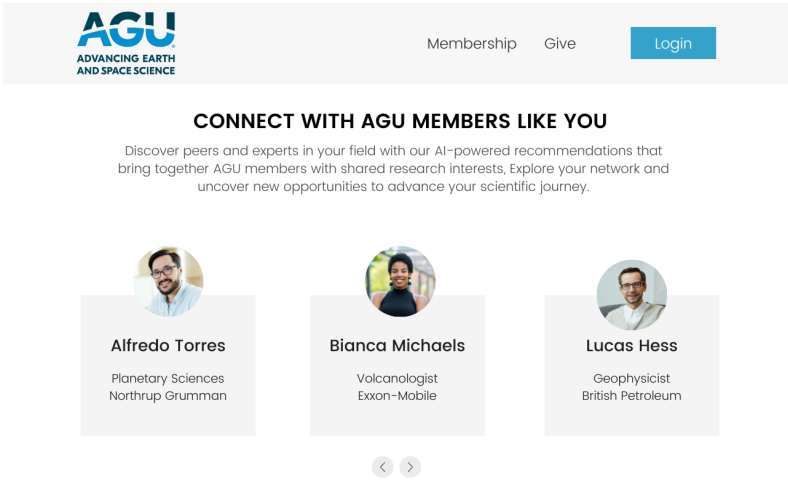
Real-Time Personalization

Delivering tailored recommendations instantly, ensuring timely networking opportunities

IMPLEMENTATION

The MemberJunction platform and Rex were seamlessly integrated with AGU's existing digital infrastructure, powering:

- **Personalized content recommendations** on the AGU homepage
- **AI-generated email suggestions** for conference sessions and networking opportunities
- **Future functionality** for job matching, grant alerts, and research funding connections



RESULTS

The MemberJunction and Rex implementation exceeded expectations, delivering measurable improvements in member engagement and satisfaction:



Initial Trust Building

Early recommendations included known contacts, reinforcing trust in the AI's capabilities and establishing credibility with researchers.



Exciting New Connections

Recommendations introduced researchers to peers they had never encountered, sparking immediate interest and excitement.



Significant Moments of Discovery

Researchers who tested the Proof of Concept consistently reported valuable discoveries of relevant peers working in complementary areas.



Increased Engagement

Early career professionals were **20% more likely** to engage with AI-driven recommendations, indicating a significant boost in member interaction.

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The moment researchers saw a connection they didn't know, their excitement was palpable. **Rex is not just a tool; it's a catalyst for discovery and collaboration within our community.** The ability to uncover hidden connections has revolutionized how our members engage with each other.

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Thad Lurie, SVP of Digital and Technology, AGU

LOOKING FOWARD

Building on the success of the initial implementation, AGU is exploring expanded applications of Rex to further enhance member value:

- **Research funding matchmaking:** Connecting researchers with relevant grant opportunities
- **Mentorship programs:** Pairing early-career scientists with established researchers in their specific field
- **Cross-disciplinary collaboration:** Identifying unexpected connections across different scientific domains
- **Resource recommendations:** Suggesting relevant datasets, tools, and methodologies tailored to individual research interests

KEY TAKEAWAYS

AGU's experience demonstrates that:



AI is more than chatbots

Associations have unique opportunities to leverage AI for substantive member value



Data unification is essential

MemberJunction's platform creates the foundation that makes advanced AI applications possible



Associations have an advantage

Organizations with knowledge-rich archives can harness AI to drive exceptional member value



Personalization = engagement

Moving from static membership models to dynamic, data-driven experiences creates stronger connections