

Turn your members into a monthly habit.

MacroSeer turns every campaign into a live competition they actually look forward to.

Traditional association benefits are static — a welcome packet, a newsletter, a discount directory. Members join, get the kit, and quietly disengage. Renewal rates slowly decline.

MacroSeer changes that. It gives your members a recurring engagement loop they compete in every month: they make a prediction, watch the leaderboard move in real time, see who wins, and share their rank on LinkedIn. Winners become your biggest advocates. Near-winners come back next month to try again.

The result: higher participation, stronger member connection, and measurably better renewal rates — all while you get better intelligence than any traditional survey.

40%+

Avg participation rate

10x

vs traditional surveys

3-6 wks

Leads official data

\$0

First campaign fee

MacroSeer as a Member Retention Engine

Why associations use MacroSeer to drive renewal rates:

- Monthly habit, not a one-time event — Members check the leaderboard between campaigns and look forward to the next one.
- Competition drives engagement — Real prizes + public rankings turn passive members into active participants.
- Social proof and advocacy — Winners and top predictors share their MacroSeer rank on LinkedIn, bringing visibility back to your association.
- Higher renewal rates — Members who compete and win feel a stronger emotional connection to the organization.
- Accuracy credentials build over time — Members with a verified track record tied to your brand cannot easily leave.
- Zero extra work for you — AI campaign creation, distribution kit, scoring, prizes, and reports all handled by MacroSeer.

What Your Organization Gets

Intelligence That Leads the Data

- Expert-weighted consensus signal from your members — before the official data publishes
- Divergence signal: when your expert members disagree with the crowd, that gap is predictive
- Revision velocity: how member forecasts shift as new information emerges
- Behavioral demand curve: what members say they will do at their own predicted value — at no extra cost

- Full intelligence report at resolution: accuracy rankings, signal performance, and demand curve data

Distribution Infrastructure — Ready to Use

- Private sponsor dashboard — track participation and live consensus in real time
- QR code, iframe embed, and pre-written member email — ready to send in minutes
- Members sign up directly on MacroSeer — no data from your existing list transfers to us
- AI-assisted campaign builder — describe your question in plain English, we build it

How It Works

For your organization

1. Build a campaign around your survey question
2. Set a cash prize for the most accurate forecast
3. Share the link, QR code, or iframe with your members
4. Watch live consensus signals as predictions come in
5. Receive the full intelligence report at resolution

For your members

1. See the current anchor value from the official source
2. Submit their numeric forecast in 60 seconds
3. Answer one behavioral question about their own operations
4. Compete on the public leaderboard
5. Win cash and build a verified accuracy credential

MacroSeer vs. Traditional Association Benefits

	Traditional Association Benefits	MacroSeer Engagement Engine
Engagement model	Static — discounts, newsletter, events	Recurring monthly prediction campaigns
Member experience	Members receive value once	Members compete and return every month
Ongoing engagement	Low — passive consumption	Habit-forming leaderboard + prizes
Social sharing	None	Winners share rankings on LinkedIn
Renewal driver	Inertia	Excitement, identity, and accuracy record
Data output	Opinion / sentiment	Verified forward-looking forecast signal
Signal timing	Lags 6-8 weeks	Leads official data release by 3-6 weeks
Annual cost	\$75,000-\$150,000+	\$0 first campaign / \$499-\$2,499/mo
Demand curve data	\$50K-\$500K extra study	Included in every campaign

Pricing

Tier	Price	Included
First campaign	Prize pool only	No platform fee — full experience free
A la carte	Prize pool + 15%	Pay per campaign, no commitment
Association Starter	\$499/month	Unlimited campaigns, full signal reports, distribution kit
Association Pro	\$999/month	Everything + divergence alerts + Signal Index API

Association Enterprise	\$2,499/month	Everything + white label + dedicated support
Institutional	From \$250,000/year	Signal Index license — contact eric@macroseer.com

Your first campaign is completely free — you only pay the prize pool. MacroSeer waives the platform fee on your first campaign. Subsequent campaigns are prize pool + 15% platform fee. Or upgrade to a monthly subscription for unlimited campaigns at a fixed monthly rate.

Sample Outreach Email

Subject: How [Association Name] can boost member retention with a monthly engagement engine

Hi [Name],

Most associations struggle with the same problem: members join, get the welcome kit, and slowly fade away.

We built something different.

MacroSeer turns your members into an active, competitive community that looks forward to the next campaign. Every month they make a prediction, watch the leaderboard in real time, compete for prizes, and share their ranking publicly.

The result is dramatically higher engagement and stronger renewal rates — while you simultaneously get better market intelligence than any survey you have ever run.

Your first campaign is completely free. You only pay the prize pool.

Campaign (ready now): macroseer.com/campaigns/create

Worth a reply?

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Your first campaign is completely free.

You only pay the prize pool. MacroSeer waives the platform fee on your first campaign.

Get started: macroseer.com/campaigns/create

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