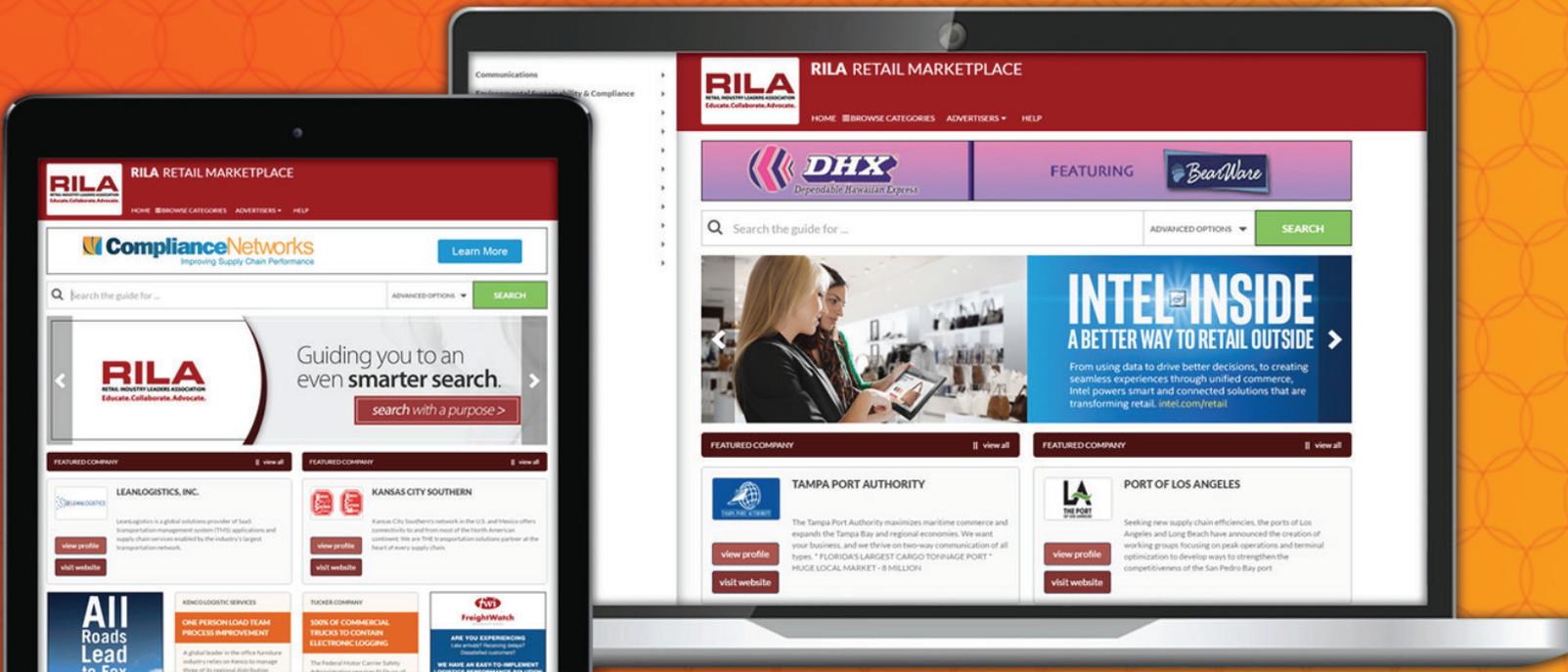


The Retail Industry Leaders Association provides current members in the industry a useful benefit while earning significant non-dues revenue.



“The buyers guide is a product that we would not be able to offer our members on our own. It’s professionally done and allows us the opportunity to offer another service to our members with no internal labor costs – and we generate strong income from it.” – Suzie Squier, Sr. VP Membership & Marketing

Objective

RILA wanted to offer members a valuable benefit it didn’t have the internal resources to produce.

Solution

RILA teamed up with MultiView to produce the RILA Retail Marketplace, an online directory that serves as a one-stop resource for retailers and suppliers who need to find industry specific products and information.

The RILA Retail Marketplace has generated more than \$100,000 in non-dues revenue for the association.

Publishing Solutions



Buyers Guide

Industry members appreciate you for bringing them a custom created buyers guide because it lets buyers search for suppliers and suppliers advertise to buyers. This provides an effective alternative to irrelevant search engine results and competitive advertising options.

The buyers guide currently boasts more than 5,600 listings. It uses powerful search engine technology that continually indexes the content of participating supplier websites. Users have the option of performing category-specific searches or keyword driven searches that mirror traditional search engines. Both methods produce the most relevant results on the web because they're pulled from a narrow niche of suppliers.

The successful partnership with MultiView has also grown to include additional member features like "The Week in Retail," a weekly digital newsletter sent to members that serves as another source of non-dues revenue and a vehicle to help connect suppliers and RILA members to each other.

"MultiView was able to show us where we could earn strong revenue streams while providing either new services or revamping current ones. They have made it as easy as possible for us to generate non-dues revenue," said Suzie Squier, Sr. VP Membership & Marketing at RILA.

RILA additionally works with MultiView to place advertising on its website while taking advantage of MultiView's Association Website Retargeting, which uses programmatic technology to allow advertisers to show their messages to visitors on their favorite sites after leaving the RILA homepage.

"The team at MultiView has always been extremely easy to work with," said Squier. "They just make it as easy as possible for us to work with them. In addition, they come out with new products that enhance our service offerings."

"Their strong customer service, support, and ability to generate non-dues revenue are the key reasons why I would recommend them... They're just a great way to take the load off of our team while generating strong revenue."

– Suzie Squier, Sr. VP
Membership & Marketing