



2023 YEAR-END ASIS MEMBERSHIP REPORT

Following is a report detailing year-end ASIS membership figures for CY 2023.

2023 was the
BEST MEMBERSHIP
YEAR EVER for ASIS





34,609

TOTAL MEMBERS

Highest member totals ever;
2%↑ over 2022.



9,156

NEW MEMBERS

Best new member acquisition effort ever. The effort was 10% better than 2022.



2023 was the **BEST MEMBERSHIP YEAR EVER** for ASIS:

- ✓ **9,156 NEW MEMBERS**, best new member acquisition effort ever. The effort was 10% better than 2022.
- ✓ **34,609 TOTAL MEMBERS**, highest member total ever; 2%↑ over 2022.
- ✓ **74% OVERALL MEMBERSHIP RETENTION**, 1%↑ over 2022.
- ✓ **RETENTION IN NORTH AMERICA IMPROVED TO 76%.**
- ✓ **75% FOR FULL PAID MEMBERS GLOBALLY.**



2023 vs. 2022 Total Members, Renewed Members and New Members

ASIS Membership Figures	As of 31 December 2023	As of 31 December 2022	Variance YOY
Total New Members	9,156	8,280	10%
Total Renewed Members	23,583 – 74%	23,924 – 73%	1%
Total Members	34,609	33,912	2%



CY 2023 Goals Results

	2021 Year-End (12/31/21)	2022 Year-End (12/31/22)	2023 ASIS Global Membership Targets and Actuals											
			2023 Invoiced	2023 Member Renewal Target	2023 Member Renewal Target %	2023 Member Renewals as of 12/31/23	2023 Member Renewal % as of 12/31/23	2023 New Member Target	2023 New Members as of 12/31/23	2023 New Members % of Goal as of 12/31/23	2022 15 for 12	2023 Total Member Target	2023 Total Members as of 12/31/23	2023 Total Members % of Goal as of 12/31/23
Regular	28,066	28,389	27,103	20,327	75%	20,257	75%	6,850	7,289	100%	1,512	28,640	29,008	100%
EM Level 1	1,871	2,034	1,922	1,441	75%	1,392	73%	600	704	100%	124	2,135	2,223	100%
EM Level 2	2,103	2,302	2,125	1,275	60%	1,235	58%	900	800	88%	194	2,375	2,229	94%
Student	670	637	352	176	50%	152	43%	350	363	100%	87	613	587	96%
Retired	97	110	115	115	100%	102	89%	0	0	0%	0	115	102	89%
Life	413	413	424	424	100%	442	NA	0	0	0%	0	424	441	100%
TOTAL	33,583	33,912	32,044	23,761	75%	23,583	74%	8,700	9,156	100%	1,917	34,335	34,609	100%
CSO	360	396	364	328	90%	304	84%	70	56	80%	32	429	392	91%



2023 Member Challenge

3,340 new members:
36% of new member total

The 2023 Member Challenge was an important driver for our record-setting acquisition.

2023 MEMBER CHALLENGE

This campaign is dependent on our members to tell their colleagues and contacts about our community.

2023 Member Challenge Results by Region	
Region	New Members
North America	1,926
Asia Pacific Oceania	444
Latin America Caribbean	365
Europe	262
Sub-Saharan Africa	239
Middle East North Africa	104
Total New Members Recruited	3,340

Congratulations to the top recruiters!



Most Value Recruiter:

Joseph Okpotu, CPP, PCI, PSP - Nigeria - 27!



Champion Recruiters:

J. Ruben Fajardo Correa, CPP, PCI, PSP - Mexico - 23!

Ranjiv Abraham, CPP - India - 19!

Md Anisur Rahman, CPP, PCI, PSP - France - 19!



Pro Recruiters:

3,340 members from every ASIS region around the world

GSX 2023 Drives Member Acquisition

With the success of GSX 2023, membership acquisition was buoyed and saw the new member total increase 10% over 2022.

New Member Tracking Sheet - GSX 2018-2023						
	2018	2019	2020	2021	2022	2023
Bundles	427	305	55	189	300	325
GSX Week	164	218	116	124	150	148
TOTAL	591	523	171	313	450	473



MEMBER ACQUISITION BESTS IN 8 OF 12 MONTHS



New member acquisitions in 2023 outperformed 8 of 12 months in 2022. What continues to be consistent is the difficulty to acquire new members in the last quarter of the calendar year, like we do for the first 3 quarters. With the launch of anniversary date membership terms in February 2024, we are looking for YOY improvement for Q4 2024.

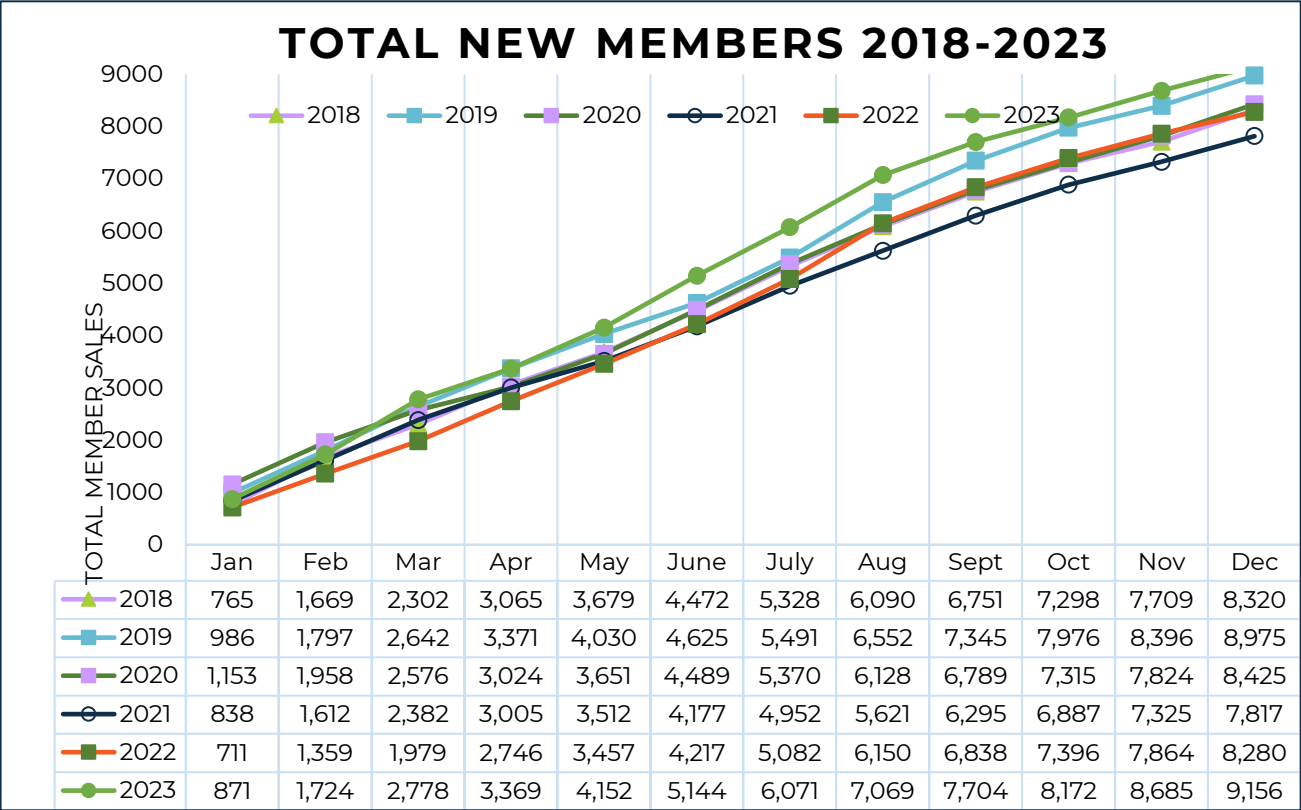
New Members By Month 2016-2023								
	2016	2017	2018	2019	2020	2021	2022	2023
Jan	742	834	765	986	1153	838	711	871
Feb	768	683	904	811	805	774	648	853
Mar	700	732	633	845	618	770	620	1054
Apr	571	520	763	729	448	623	767	591
May	469	496	614	659	627	507	711	783
June	353	565	793	595	838	665	760	992
July	761	704	856	866	881	775	865	927
Aug	901	859	762	1061	758	669	1068	998
Sept	493	775	661	793	661	674	688	635
Oct	569	543	547	631	526	592	558	468
Nov	442	505	411	420	509	438	468	513
Dec	536	465	611	579	601	492	416	471
Total	7305	7681	8320	8975	8425	7817	8280	9156

New Member Monthly Totals 2022 vs. 2023 YOY Variance									
	2016	2017	2018	2019	2020	2021	2022	2023	22 vs 23 Variance
Jan	742	834	765	986	1,153	838	711	871	160
Feb	768	683	904	811	805	774	648	853	205
Mar	700	732	633	845	618	770	620	1,054	434
Apr	571	520	763	729	448	623	767	591	-176
May	469	496	614	659	627	507	711	783	72
June	353	565	793	595	838	665	760	992	232
July	761	704	856	866	881	775	865	927	62
Aug	901	859	762	1,061	758	669	1,068	998	-70
Sept	493	775	661	793	661	674	688	635	-53
Oct	569	543	547	631	526	592	558	468	-90
Nov	442	505	411	420	509	438	468	513	45
Dec	536	465	611	579	601	492	416	471	55
Total	7,305	7,681	8,320	8,975	8,425	7,817	8,280	9,156	876

NEW MEMBER ACQUISITION IMPROVED IN 4 OF 6 REGIONS

New member acquisition improved in 2023 over 2022 in Europe, Latin America Caribbean, Middle East North Africa and North America. MENA improved a whopping 31%, signaling possible recovery since COVID. North America and Latin America Caribbean improved 10% and 9% respectively.

CY 2023 vs. CY 2022 Total New Members by Region			
ASIS Region	2022	2023	Variance
Asia Pacific Oceania	893	864	-3%
Europe	682	701	+2%
Latin America Caribbean	721	787	+9%
Middle East North Africa	401	526	+31%
North America	5,323	5,865	+10%
Sub Saharan Africa	421	390	-7%





Membership Retention

74% retention rate

**2023 Total Renewed
Members: 23,583, ↑1%**

RETENTION IN
NORTH AMERICA
IMPROVED
TO **76%**.



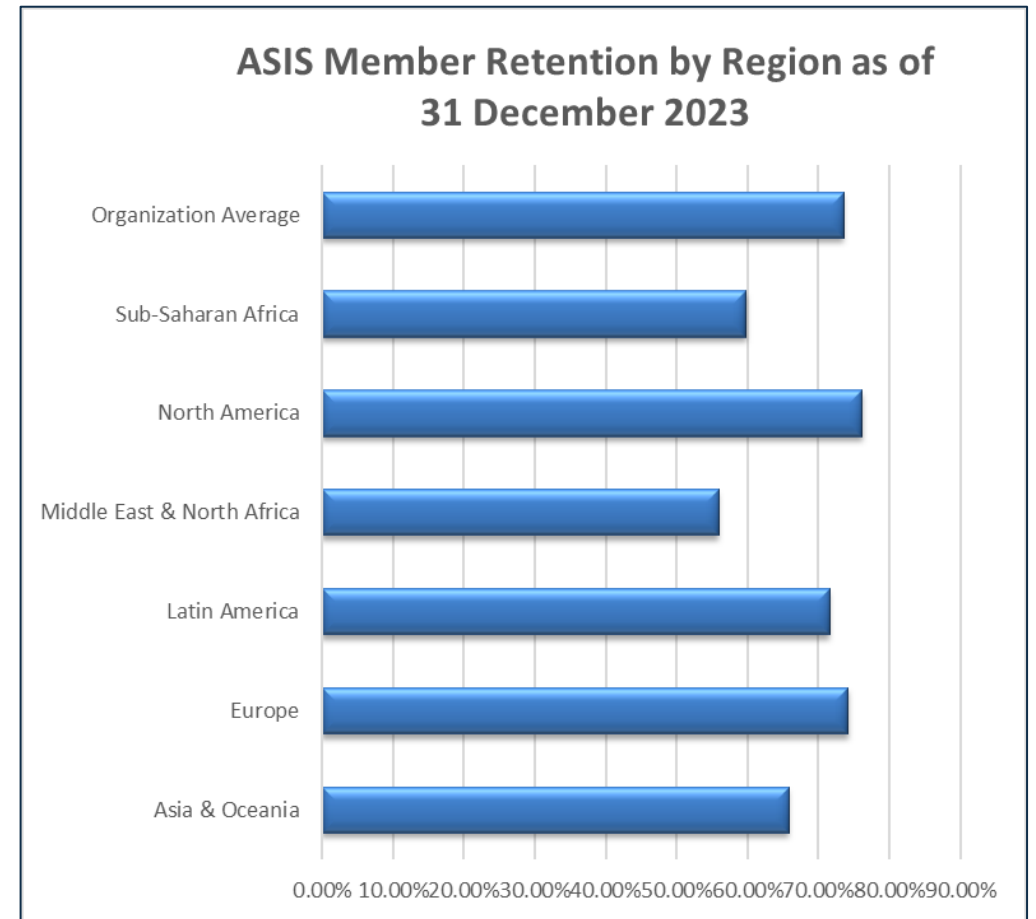
75% RETENTION
FOR FULL
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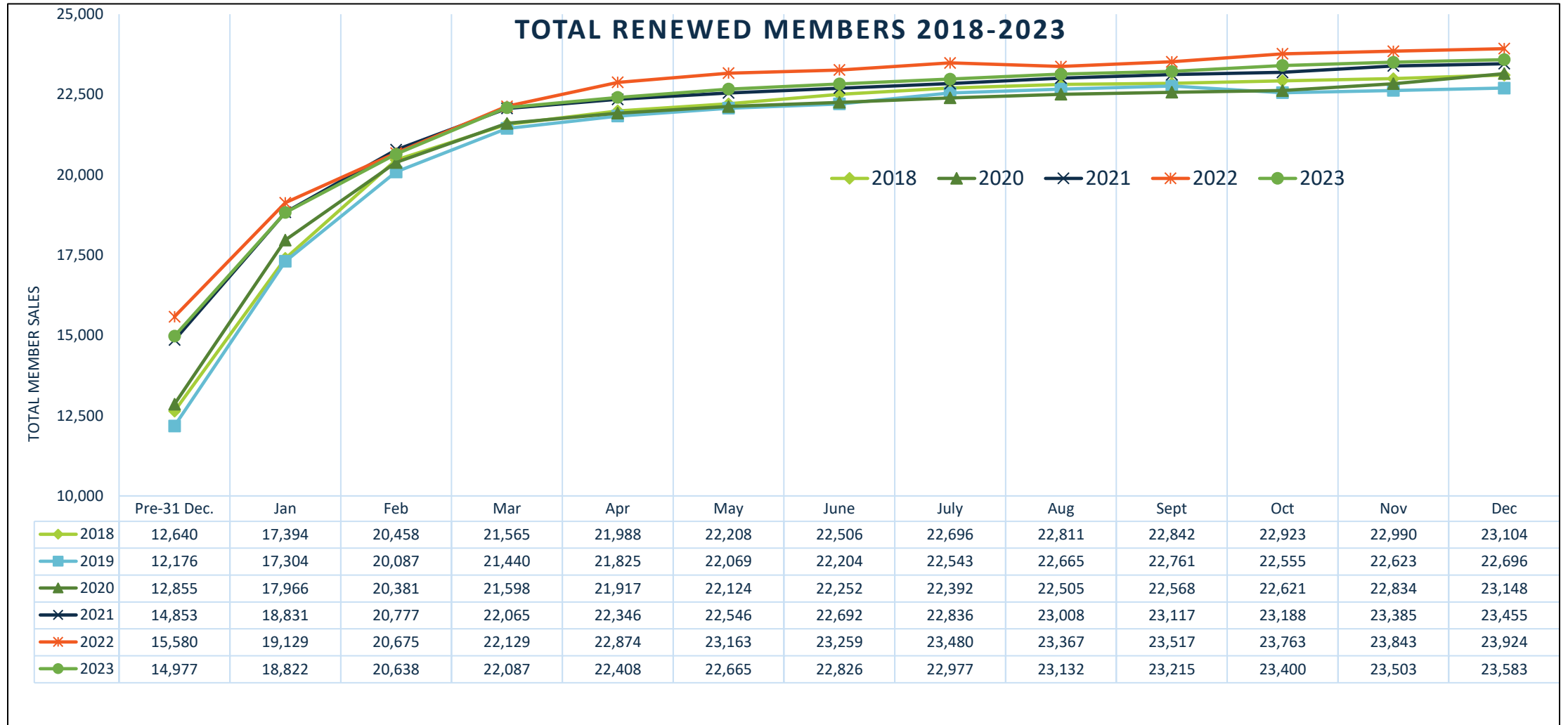
MEMBERSHIP RETENTION



2023 vs. 2022 Renewed Members by Region			
ASIS Region	2022	2023	Variance
Asia Pacific Oceania	65%	66%	+1%
Europe	76%	74%	-2%
Latin America Caribbean	71%	72%	+1%
Middle East North Africa	68%	56%	-8%
North America	75%	76%	+1%
Sub Saharan Africa	62%	60%	-2%



MEMBERSHIP RETENTION



Total Members:

34,609

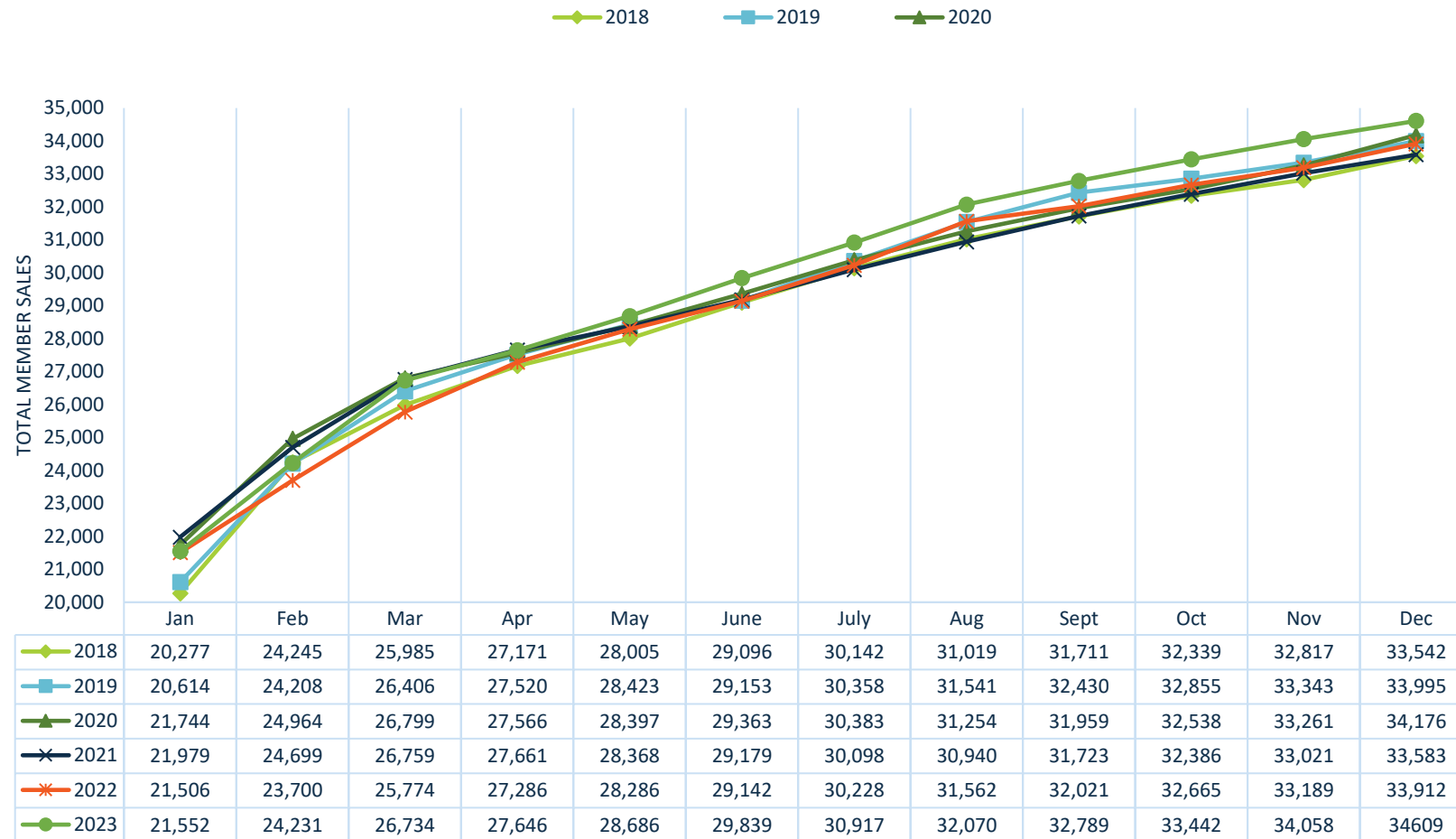
**GLOBAL
MEMBERS**



TOTAL MEMBERS



TOTAL MEMBERS 2018-2023



PLANS FOR A SUCCESSFUL 2024

- Conduct Member Satisfaction and Loyalty Survey
- Launch anniversary date for new member acquisition in February 2024
- Continue empowering ASIS volunteers on a local, regional, and global level with additional support, training, and a centralized resource center
- Utilize results from SIA/ASIS security industry study that will launch in March 2024
- Leverage updated member personas for targeted emails
- Leverage key insights from certification data analysis for membership marketing (correlation between membership and certification holders)
- Use ASIS content as prospect driver
- Place paid social media ads



EXECUTIVE SUMMARY

- ASIS International continues to prioritize the member experience for our **34,609 global members**
- In 2023, we broke the records for single year membership acquisition and total members
 - Highest new member acquisition total EVER
 - Highest total members ever
 - Retention rate increased
- Member acquisition bests in 8 of 12 months
- New member acquisition improved in 4 of 6 regions