

PROOF

2025 INDUSTRY INTELLIGENCE REPORT

JANUARY , 2025

PROOF.
POSITIONING

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EXECUTIVE SUMMARY

The 2025 Industry Intelligence Report from PROOF Positioning is intended to provide key trends, challenges, and opportunities in the year ahead. Leveraging insights from our proprietary research methodologies, this report is designed to help you navigate your market with clarity and confidence.

Inside, you'll find tailored insights for industries including Technology & SaaS, Financial Services, Manufacturing, Retail, Religious Institutions, Home Services, Entertainment, Healthcare, Professional Services, Associations, Education, and Nonprofits. Each section provides:

- **What to Expect in 2025:** A forward look at emerging trends and factors that will shape your industry.
- **What to Get Right This Year:** Actionable steps to overcome challenges and capitalize on opportunities for growth and innovation.

- **Competitor Analysis:** Key questions your competitors are already asking so you can stay ahead.
- **PROOF's Recommendations:** Expert advice on using emotional resonance, customer insights, and data-driven strategies to drive measurable results.

This report is intended to help you ask smarter, more strategic questions of your clients and your team. By highlighting the questions others are asking and uncovering shifts in customer behaviors, this overview will help you better understand your strategic landscape as you prepare for the opportunities and challenges of 2025.

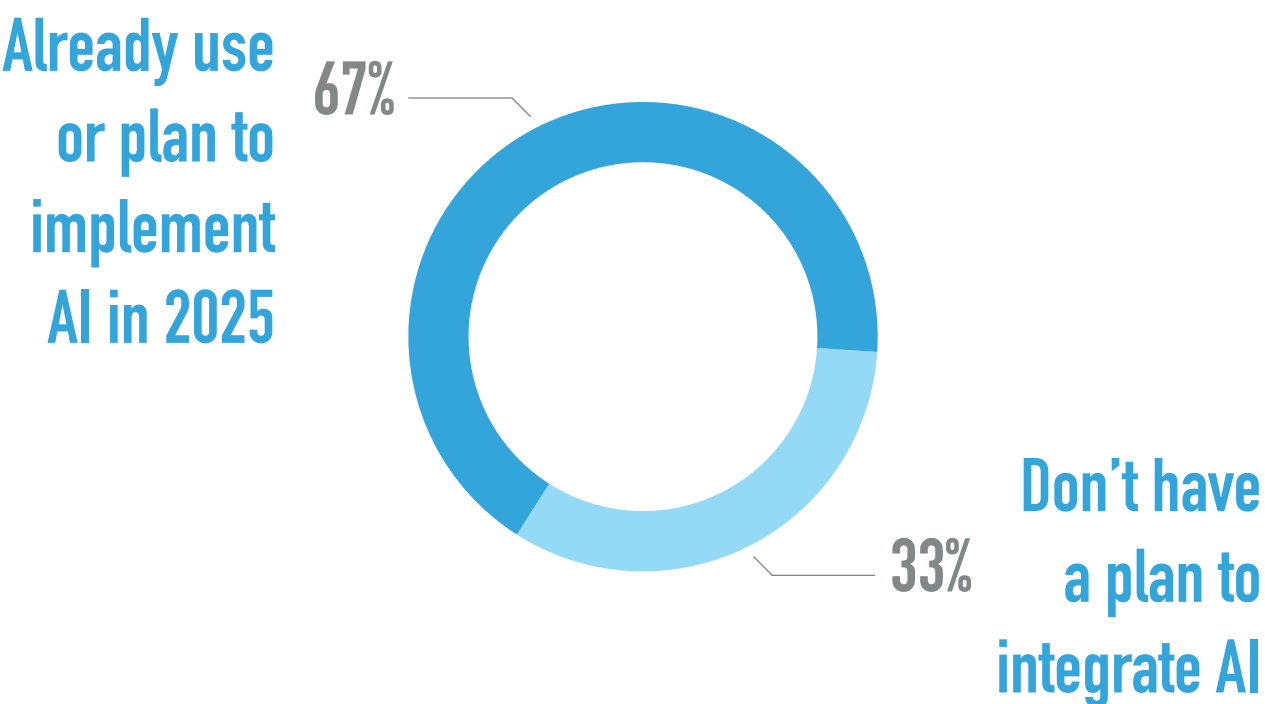
WHAT TO EXPECT IN 2025

SAAS Customers Top Priorities ¹

SAAS and technology companies are already emphasizing the need for AI integration due to global buyers' priority when considering new software.

1. Security
2. Ease of use
3. Integration into current systems

Competitors are Already Making the Switch to AI ²



¹ Gartner Global Software Buying Trends
² BigDataWire: Report on Panintelligence SaaS study

WHAT TO GET RIGHT THIS YEAR

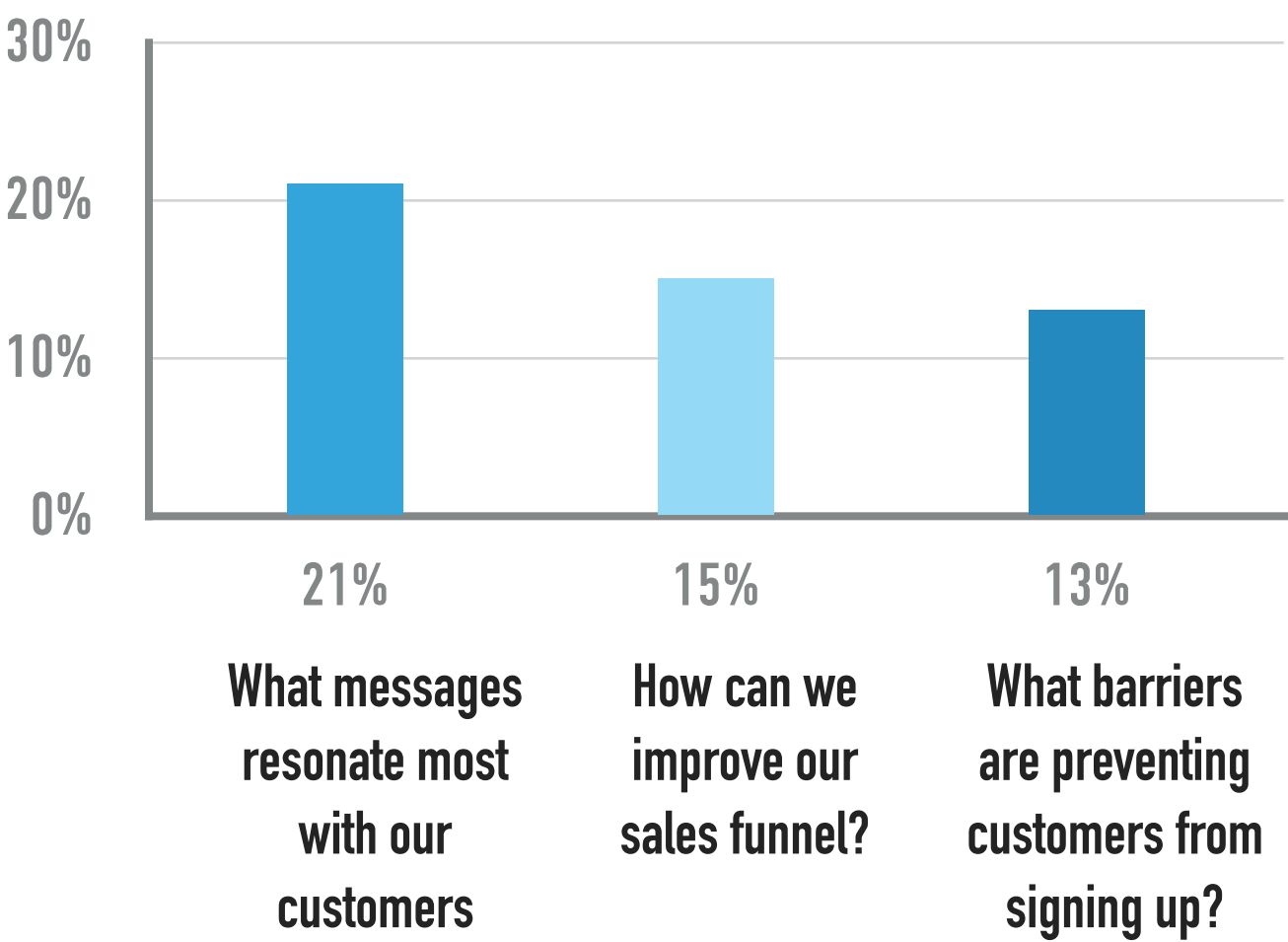
Customer Retention

Improving customer retention drives long-term growth more sustainably than new acquisitions. This is done by increasing lifetime customer value and fostering brand loyalty. However, many SaaS companies lack robust strategies to analyze why customers churn or how to identify viable upsell opportunities. Without leveraging customer insights effectively to understand usage patterns, pain points, or customer behavior, these companies will miss critical opportunities to improve retention.

Barriers to Adoption

Identifying barriers for new customers is often overlooked despite being the critical first step in a successful SaaS lifecycle. Challenges such as price sensitivity, onboarding complexity, and poor integration can deter potential customers and ultimately result in churn. Addressing friction points early will remain vital in SaaS.

WHAT YOUR COMPETITORS ARE ALREADY ASKING

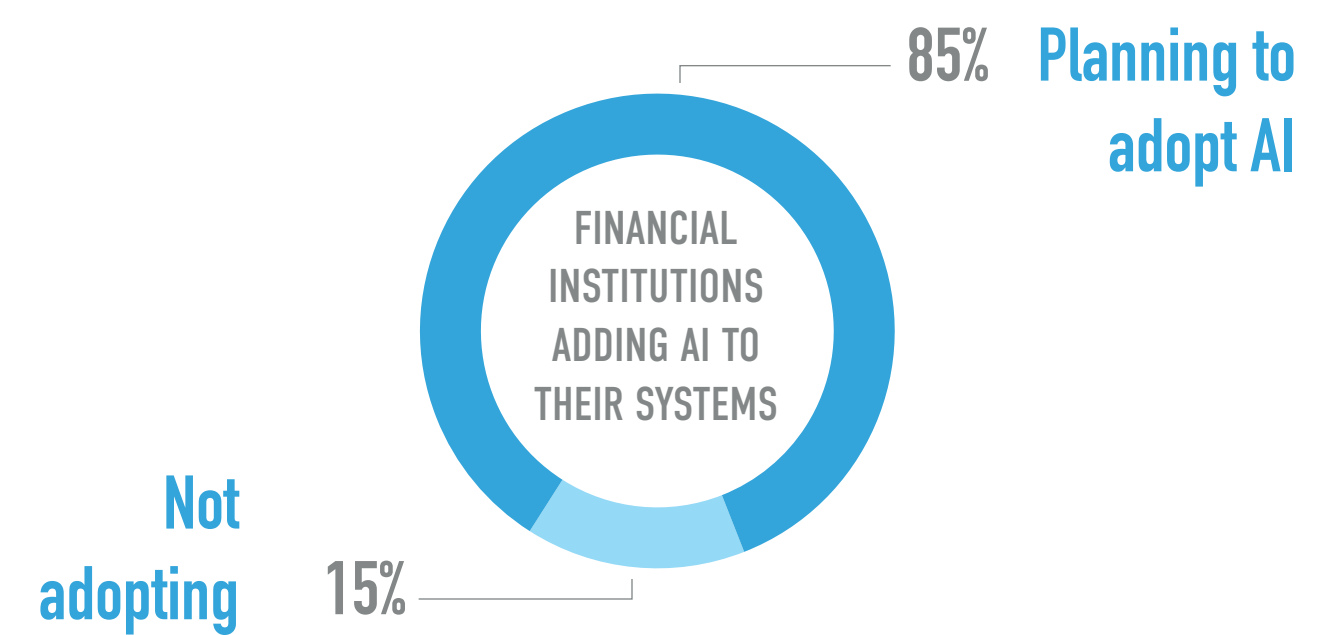


WHAT PROOF CAN HELP ANSWER IN 2025

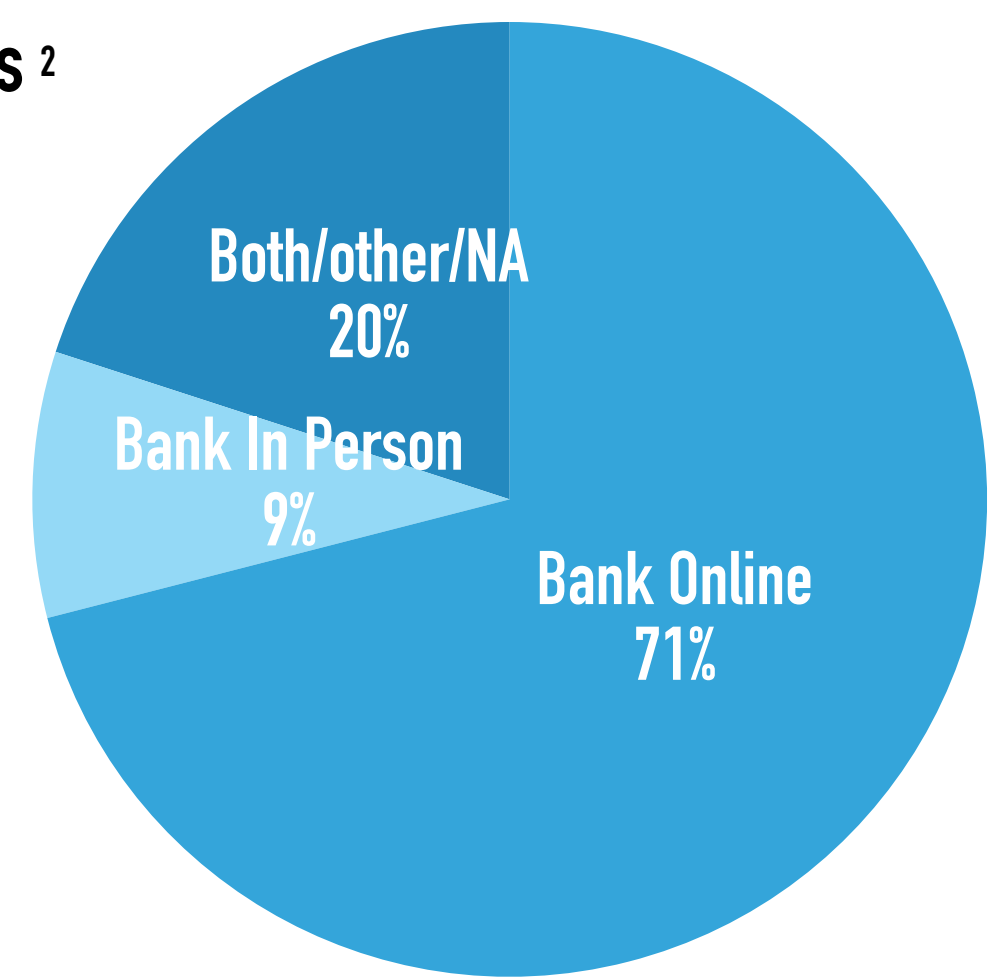
- ▶ What customer needs can we meet with AI?
- ▶ How important is interoperability to existing customers?
- ▶ Why are existing customers churning?
- ▶ How can we upsell existing customers?
- ▶ How price-sensitive are customers?

WHAT TO EXPECT IN 2025

AI-powered Adoption is Driving Product Strategy ¹



Consumers Have a Universal Preference for Digital Tools ²



WHAT TO GET RIGHT THIS YEAR

New Client Onboarding

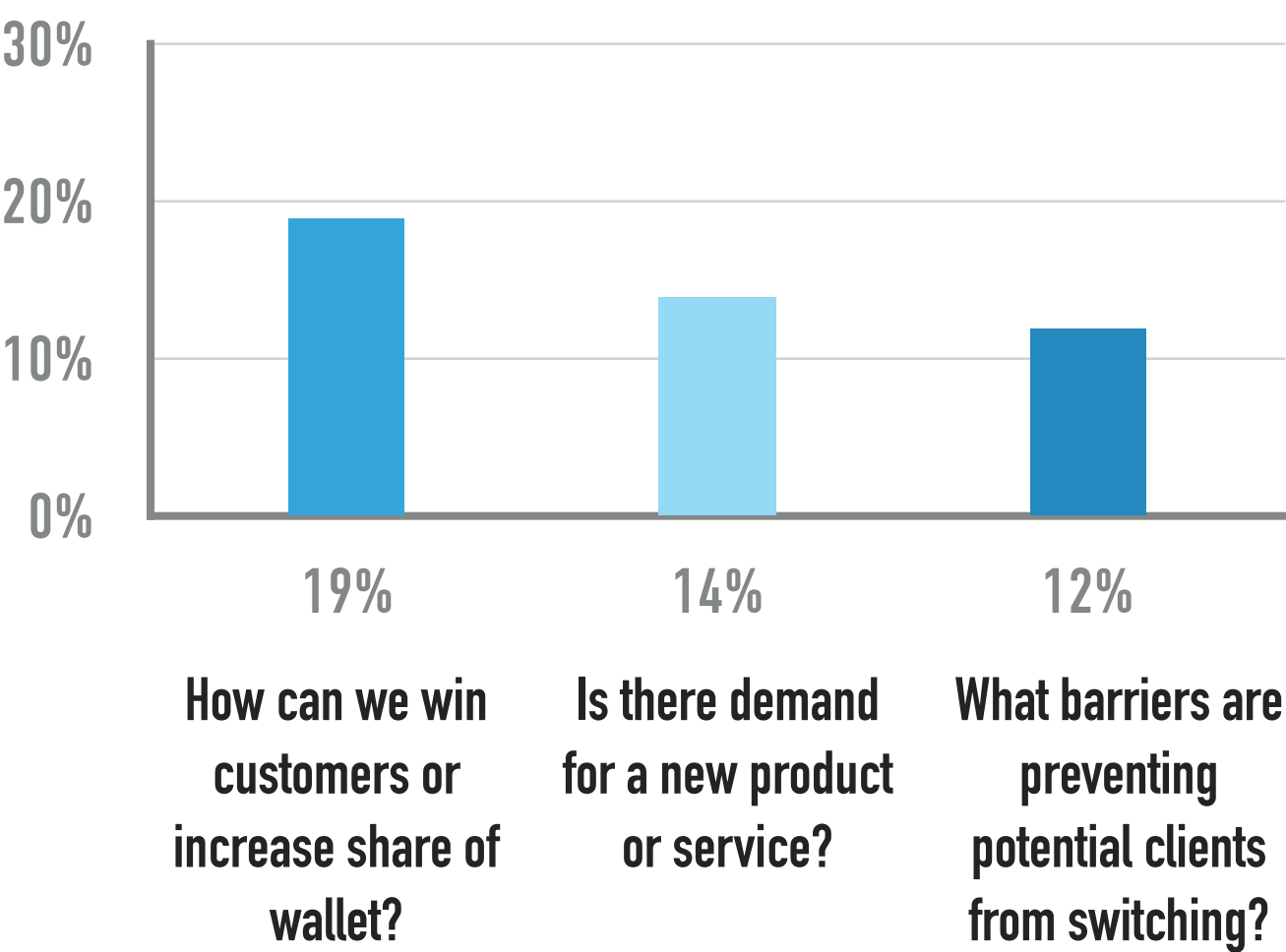
Barriers to switch remains a major challenge in financial services, often discouraging potential clients from transitioning to new providers. Ease and transparency are critical to winning and retaining customers, as they alleviate the perceived complexity of switching. Offering concierge-level assistance to onboard new customers can create a competitive advantage and directly address a key customer pain point.

Additionally, leveraging personalized onboarding experiences and clear communication can foster trust and set the foundation for long-term client relationships.

Real-Time Payments

Real-time payments are becoming an industry standard, meeting growing customer demands for speed and convenience. Implementation is widely feasible and directly responds to the need for instant and seamless transactions.

WHAT YOUR COMPETITORS ARE ALREADY ASKING



WHAT PROOF CAN HELP ANSWER IN 2025

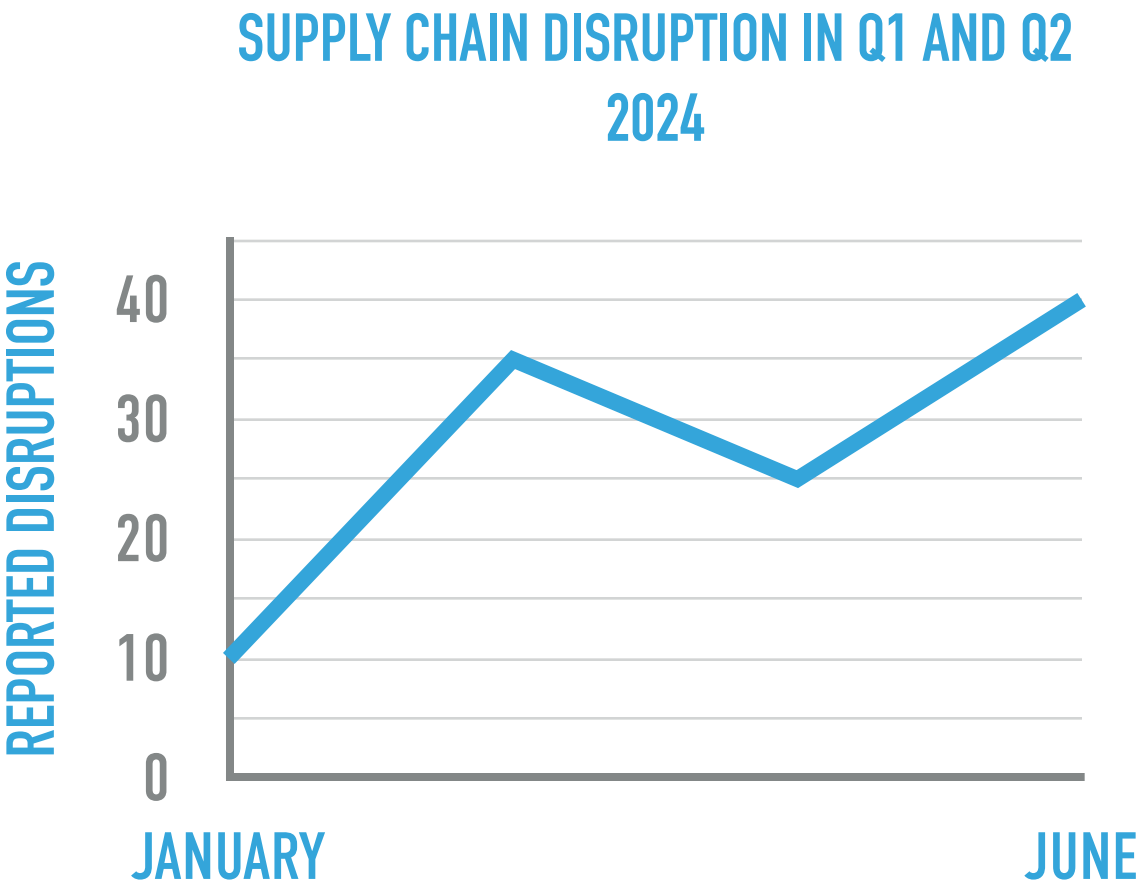
- Which other financial institutions are clients using?
- What customer needs can we streamline with AI?
- How can we improve client onboarding?
- How important are on-demand solutions to clients?

¹ ArtSmart AI: AI in Finance

² Consumer Affairs: Consumer Banking Trends in 2025

WHAT TO EXPECT IN 2025

Ongoing Supply Chain Challenges Could Continue From 2024 ¹



Dual-Sourcing Adoption Has Proven Successful ²

IN 2021, 81% OF COMPANIES IMPLEMENTED DUAL-SOURCING STRATEGIES. WHEN FOLLOWED UP IN 2024, 73% OF THOSE COMPANIES REPORTED PROGRESS IN MEETING DEMANDS.

WHAT TO GET RIGHT THIS YEAR

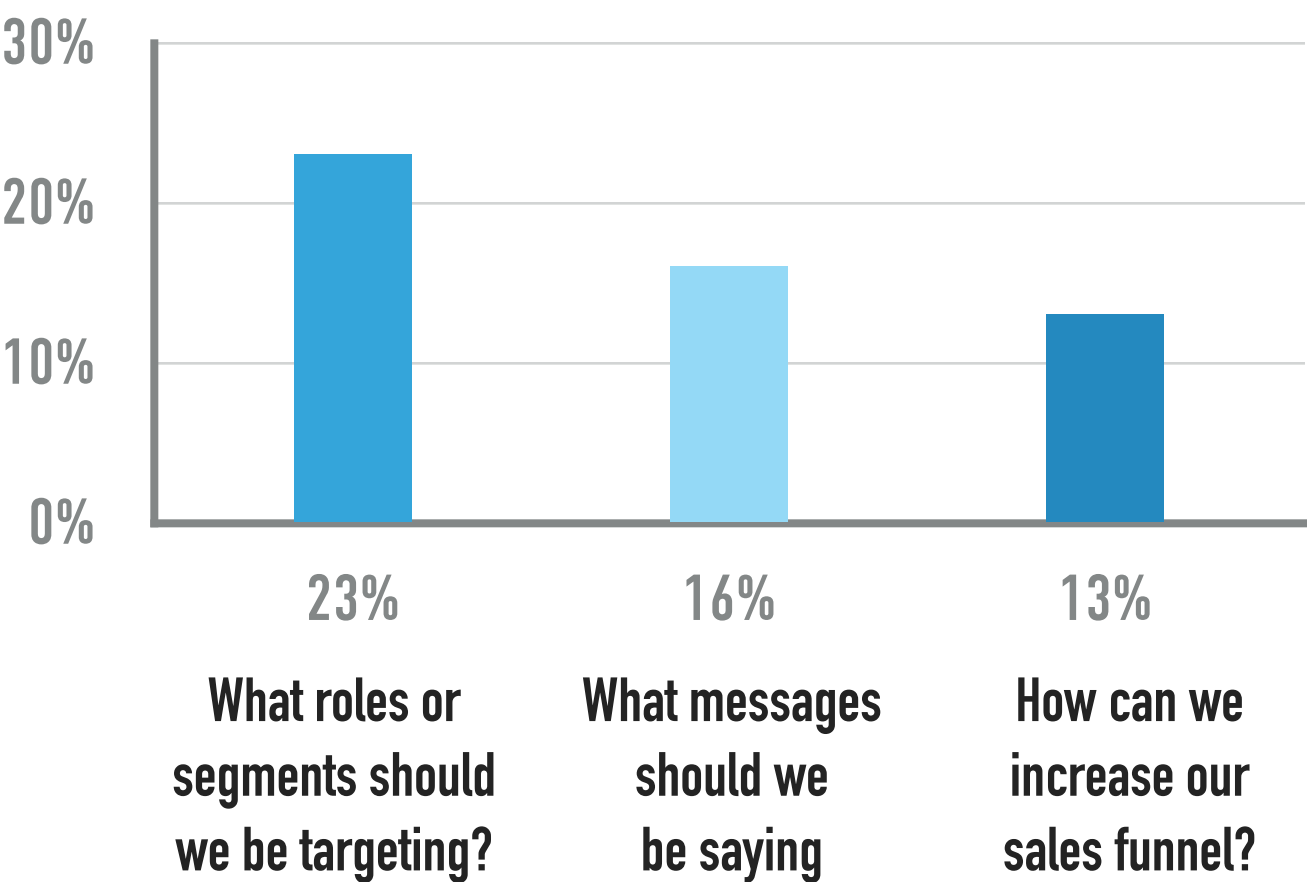
Focusing on High-Impact Segments

Manufacturers need to focus on the right decision-makers and market segments that align with customer needs. By prioritizing strategically, they can use their resources more efficiently and gain a stronger market presence. Use customer insights help identify high-growth opportunities and tailor strategies and messaging to solve specific challenges within these target segments.

Streamlining the Sales Funnel

Refining the sales funnel is key to increasing market share. Addressing barriers in customer decision-making and emphasizing unique value propositions beyond price is critical to driving growth. Companies should also focus on integrating seamless customer experiences across touch points and utilizing technology to personalize outreach and follow-ups, ensuring prospects convert more effectively.

WHAT YOUR COMPETITORS ARE ALREADY ASKING



WHAT PROOF CAN HELP ANSWER IN 2025

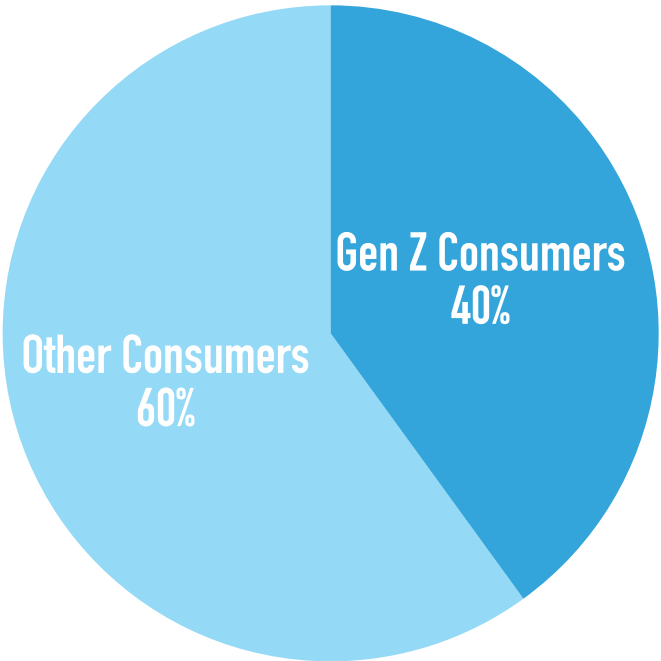
- ▶ How can we optimize our sales funnel to capture more market share?
- ▶ What barriers are preventing customers from making purchasing decisions?
- ▶ What value can we offer beyond price to stand out?
- ▶ How can we streamline operations through strategic collaboration?

¹ Resilinc: Supply Chain Disruptions
² McKinsey and Company: Supply Chain Pulse

WHAT TO EXPECT IN 2025

There is a Generational Shift in Buying Power

CONSUMER MAKEUP WORLD WIDE ¹



CONSUMER SHOPPING TREND WORLD WIDE ²



¹ Statista: Where Young Generations Rule the Spending Class
² HubSpot Consumer Trends

WHAT TO GET RIGHT THIS YEAR

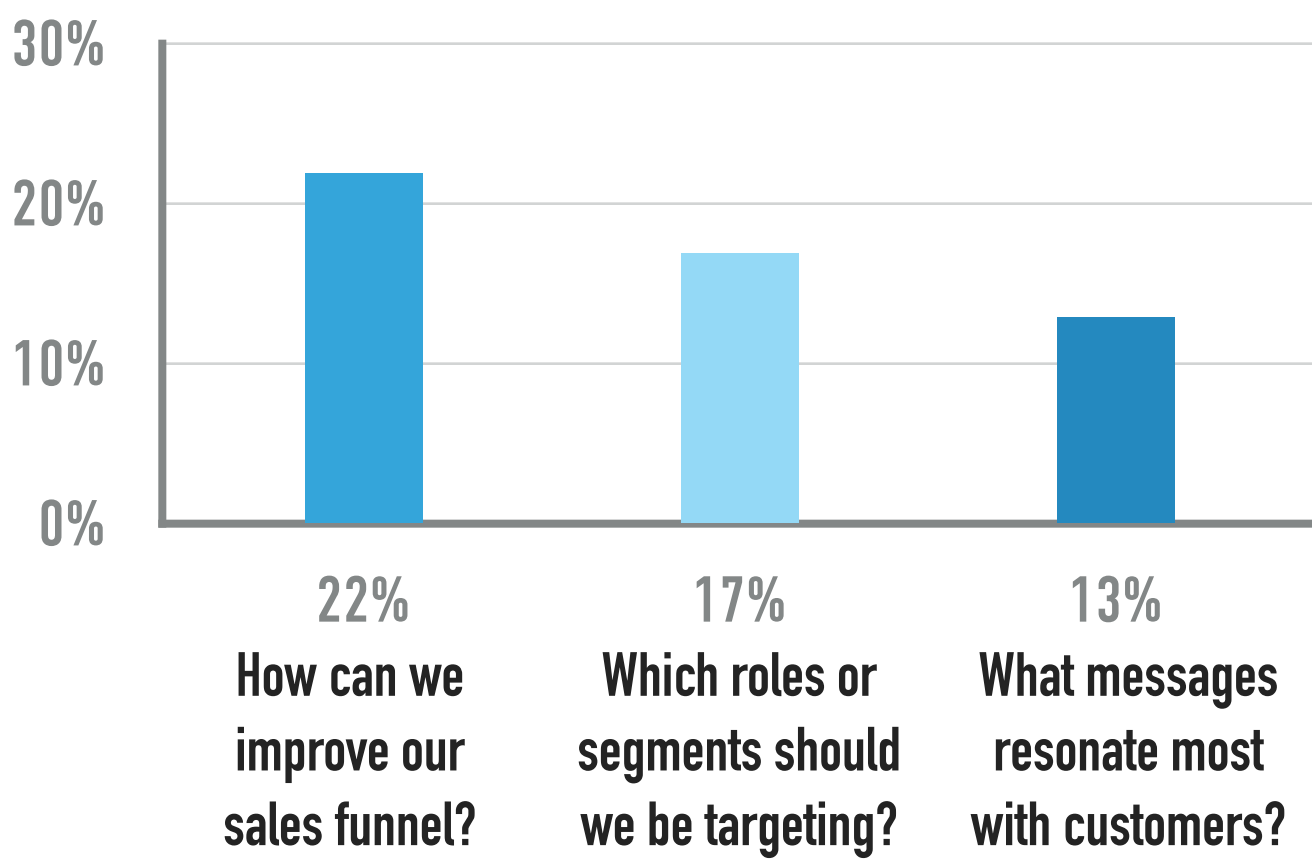
Community-Driven Brand Loyalty

Establishing a community around a brand is the best proxy for brand loyalty, as consumer behavior will largely be driven by their connection to other people. Build community through personalized messaging, social media engagement, and user-generated content that reflects your audience’s values and aspirations. Hosting events, virtual meetups, or exclusive member perks can further strengthen these connections, turning customers into advocates.

Bridging Online and In-Store Shopping

Shoppers increasingly research products online before visiting stores, and in-store interactions often drive online purchases. Encourage and facilitate this cross-channel movement with tools like product lookup, special ordering, and click-and-collect options. Customers who interact with multiple channels are more likely to return, spend more, and promote your brand.

WHAT YOUR COMPETITORS ARE ALREADY ASKING

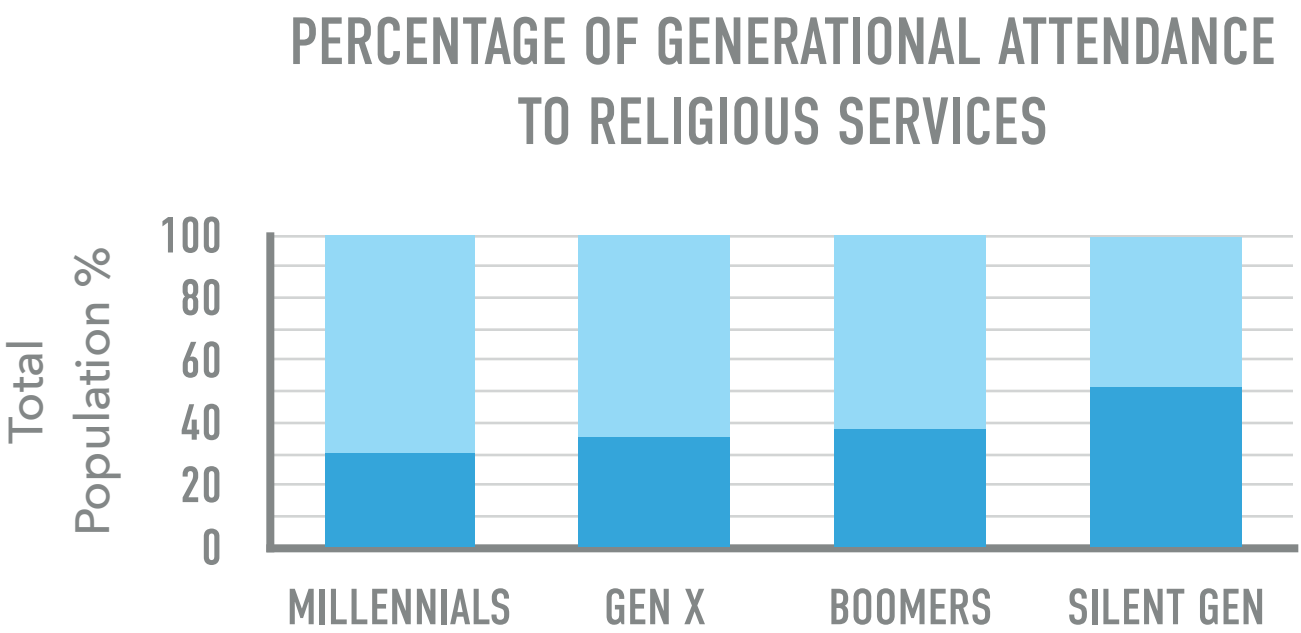


WHAT PROOF CAN HELP ANSWER IN 2025

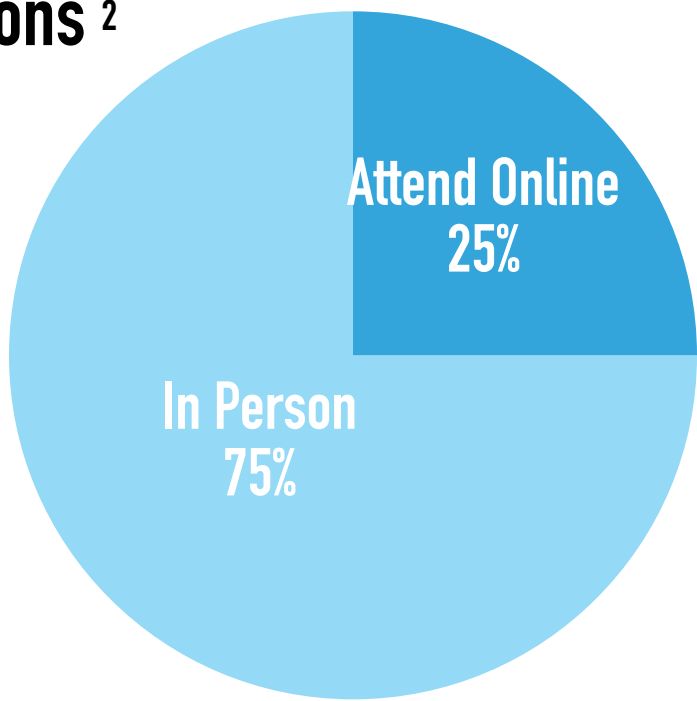
- ▶ How do customers typically discover our brand?
- ▶ Which roles/segments should we be targeting and what should we say to them to increase sales?
- ▶ How satisfied are clients with our mobile site/platform?
- ▶ How can we develop a community around our brand?

WHAT TO EXPECT IN 2025

Divided Generational Preferences Are Impacting Weekly Church Attendance ¹



Congregations Are Looking For Flexible Participation Options ²



WHAT TO GET RIGHT THIS YEAR

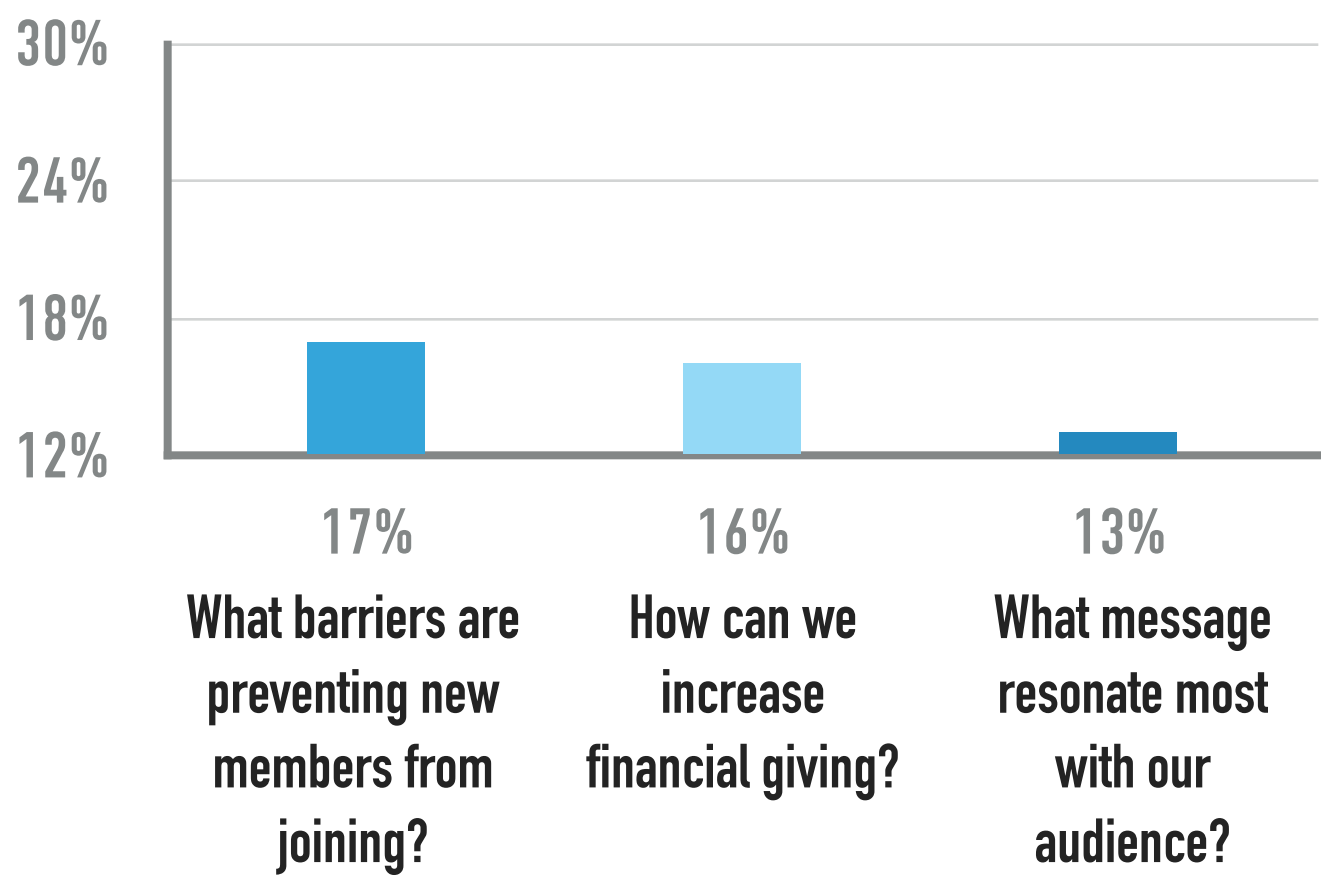
Tailor Stewardship Initiatives

Religious donors respond best to personalized appeals that align with their values, interests, and financial capacity. Treating all donors the same limits giving potential and diminishes the sense of authenticity and connection. Segment donors into categories and tailor outreach to each group, focusing particularly on high-impact donors and potential recurring contributors. Use donor insights to craft messaging that resonates with individual motivations and demonstrates the tangible impact of their contributions.

Nail Cashless Giving

Making it easier for members to connect, give, and participate is critical to building a thriving community. Prioritize easy-to-use donation tools and encourage congregants to automate their generosity to ensure consistency in giving. Reducing friction in the giving process will foster a culture of generosity and sustained community support.

WHAT YOUR COMPETITORS ARE ALREADY ASKING



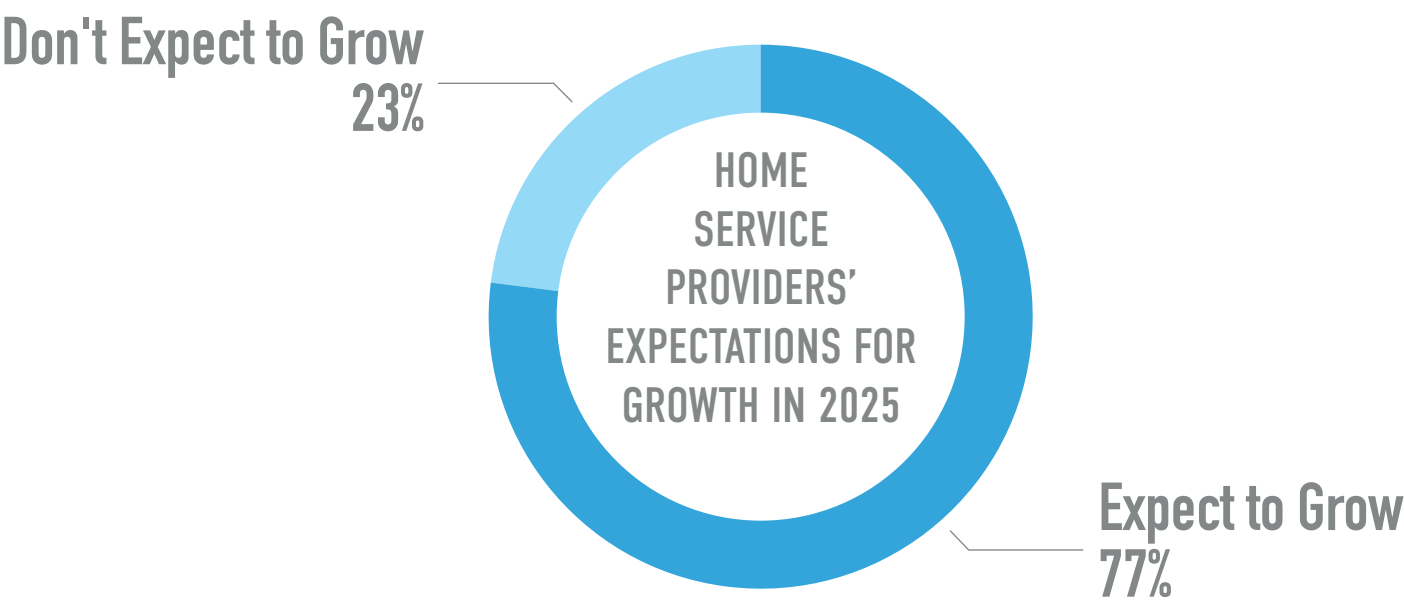
WHAT PROOF CAN HELP ANSWER IN 2025

- ▶ What barriers might discourage participation?
- ▶ How do members typically discover our org?
- ▶ How do our members prefer to give?
- ▶ What messages resonate most with each of our audience segments?
- ▶ How satisfied are members with our digital platform?

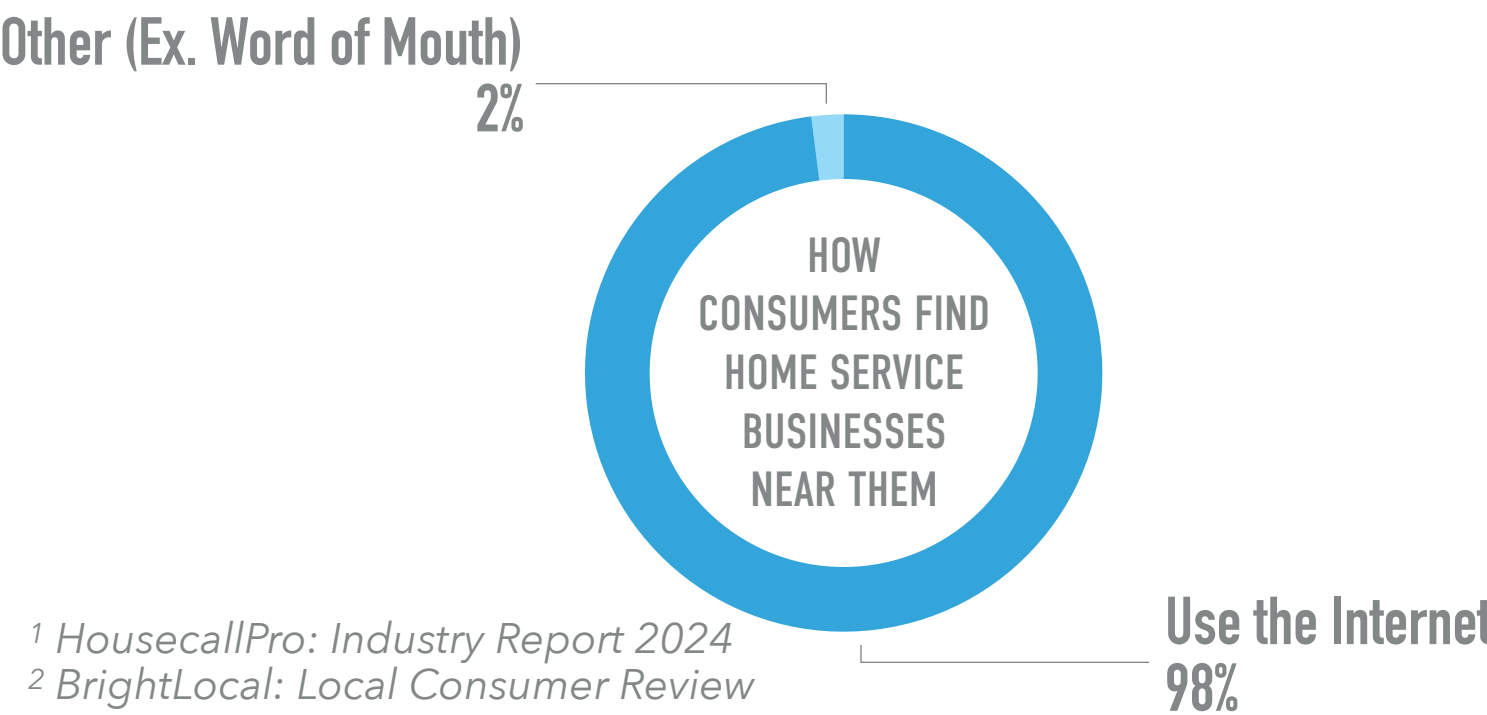
¹ Pew Research Center: Religious Landscape Study
² Per Research Center: Report on Online Religious Services

WHAT TO EXPECT IN 2025

Home Service Providers Have a Confident Outlook on Growth ¹



Google and SEO: Essential Tools as Online Service Searches Hit an All-Time High ²



¹ HousecallPro: Industry Report 2024
² BrightLocal: Local Consumer Review

WHAT TO GET RIGHT THIS YEAR

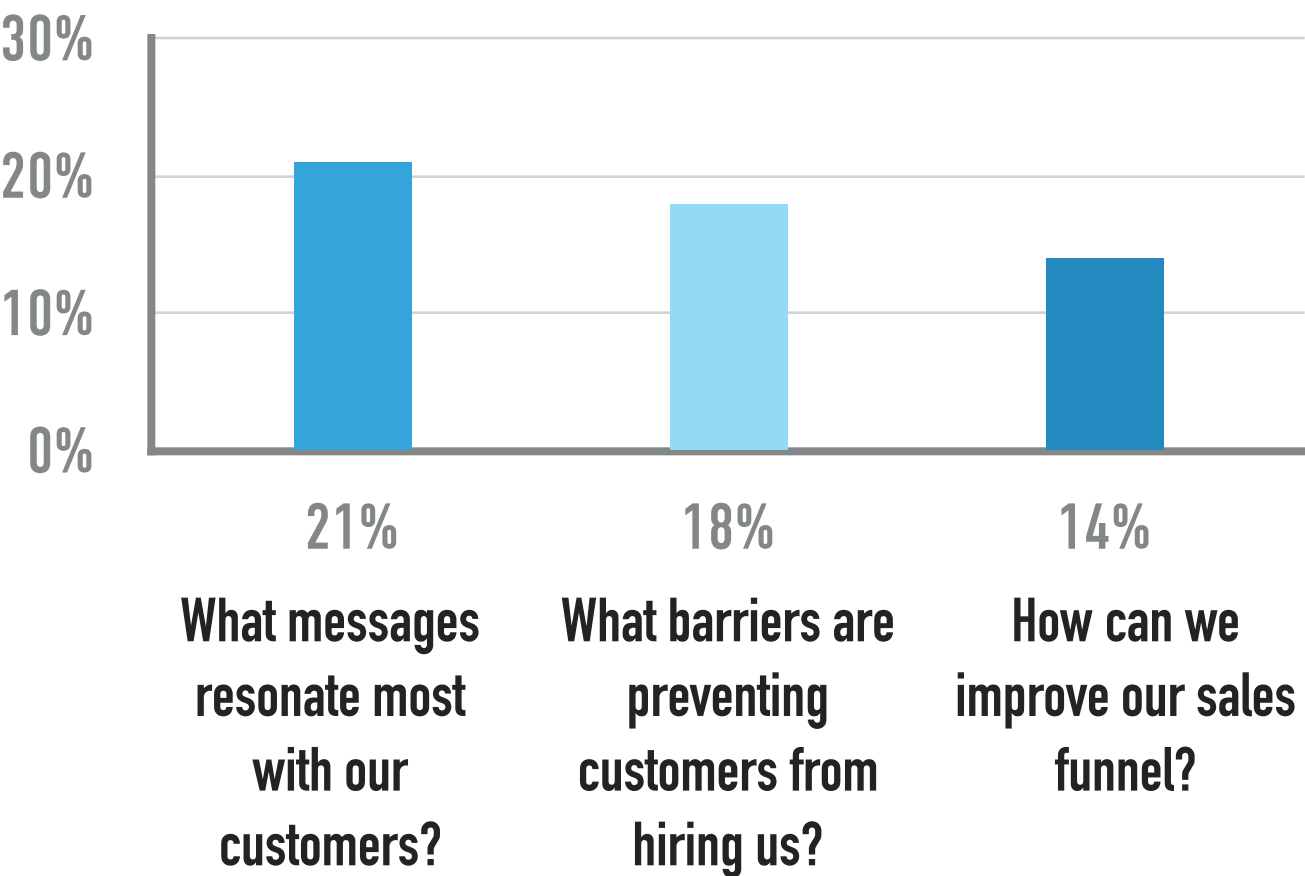
Leverage Strategic Partnerships

The fragmentation of the home services industry makes it uniquely suited for strategic partnerships to enhance reach, credibility, and value. Partnerships can help small or specialized businesses overcome market limitations by accessing new customer bases and reinforcing trust through association with reputable brands. Establish partnerships with complementary businesses and collaborate on co-marketing efforts, referral programs, or bundled service packages to mutually benefit both parties.

Prioritize Google Reviews

Positive reviews attract new business, with half of consumers trusting them as much as personal recommendations. On Google Reviews, the most popular platform, 71% avoid businesses rated below three stars. Moreover, businesses with a strong online reputation are more likely to stand out in local search results, driving additional visibility and credibility.

WHAT YOUR COMPETITORS ARE ALREADY ASKING



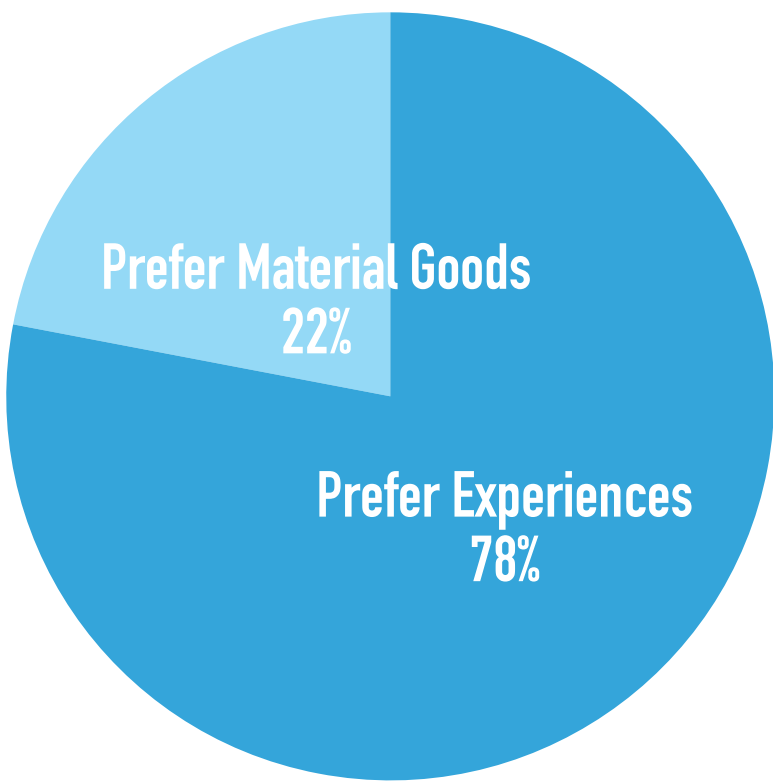
WHAT PROOF CAN HELP ANSWER IN 2025

- ▶ Where do new clients search for information about our business?
- ▶ How do clients evaluate trust and credibility when selecting a home service provider?
- ▶ What motivates customers to leave reviews or refer our services to others?
- ▶ How can we effectively use strategic partnerships to attract new business?

WHAT TO EXPECT IN 2025

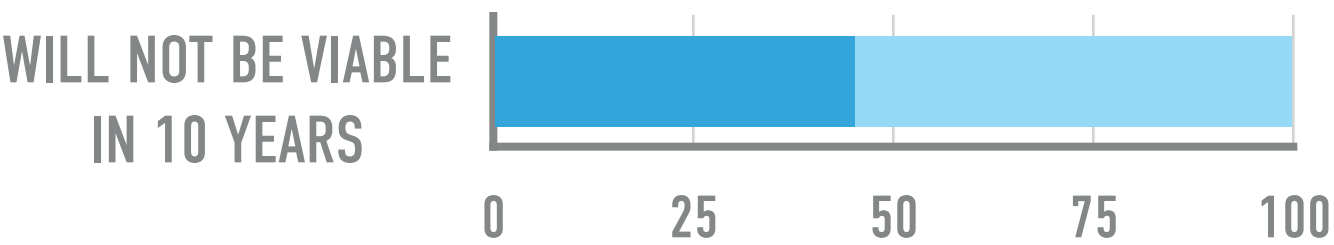
The Rise of Experiential Entertainment ¹

HOW MILLENNIALS ENGAGE WITH ENTERTAINMENT



CEOs Foresee the Need for Adaptability ²

45% OF CEOS THINK THEIR COMPANY WILL NOT BE VIABLE IN 10 YEARS



¹ EventBrite Academy
² PwC Global CEO Report

WHAT TO GET RIGHT THIS YEAR

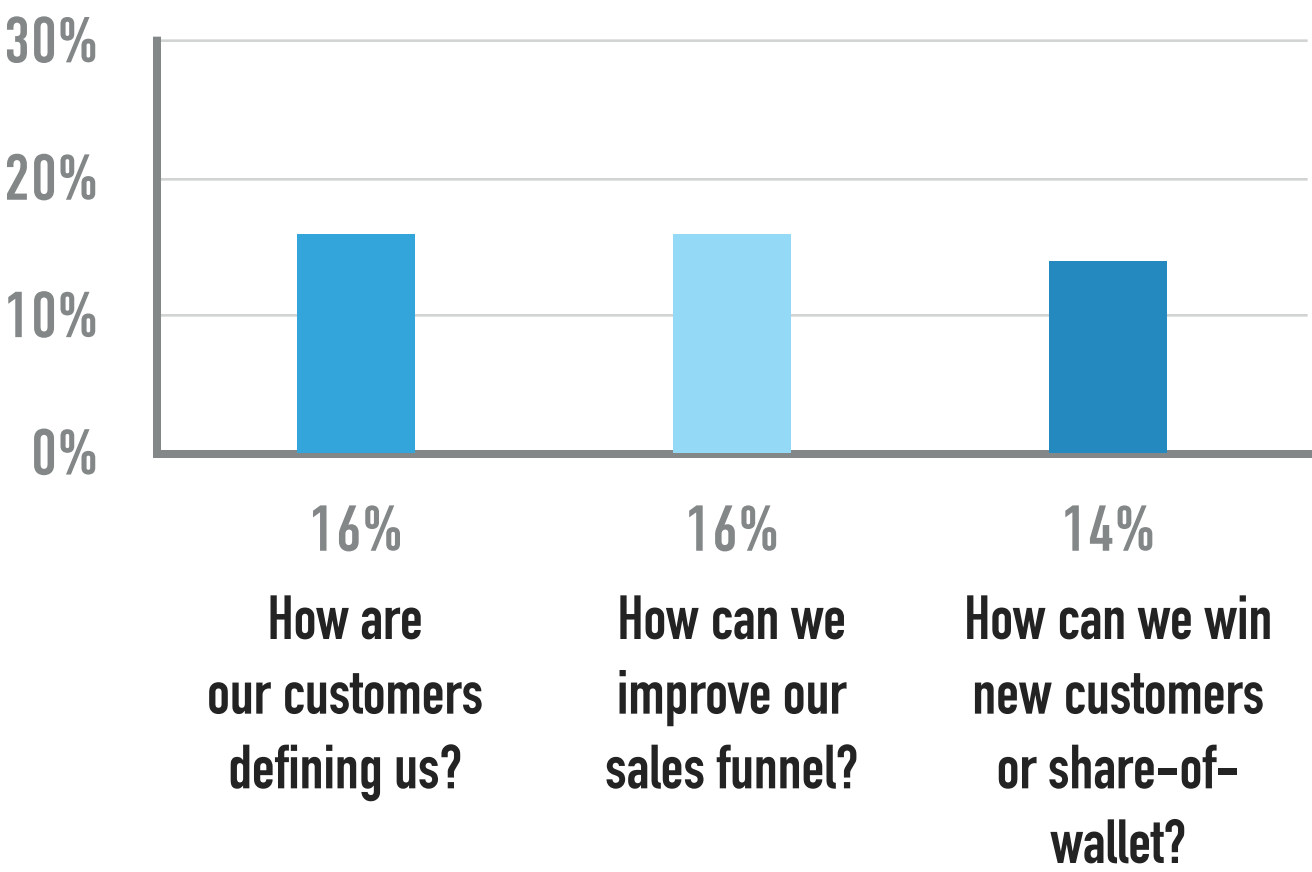
Crush Digital Marketing

In the highly competitive entertainment industry, a strong online presence and effective digital marketing are essential for standing out, building a fanbase, and driving engagement. Constantly ensure your website is optimized for search engines, and consistently share high-quality, engaging content to expand your reach and visibility.

Connect with your Superfans

Superfans are your most loyal advocates, driving repeat business and word-of-mouth promotion, making them critical to your sustained growth and success. Use audience segmentation to send personalized messages, offer exclusive content or perks, and actively engage with your superfans to strengthen their loyalty and keep them invested in your brand. Encourage two-way interaction by responding to comments, celebrating their support publicly, and involving them in campaigns to deepen their emotional connection to your brand.

WHAT YOUR COMPETITORS ARE ALREADY ASKING

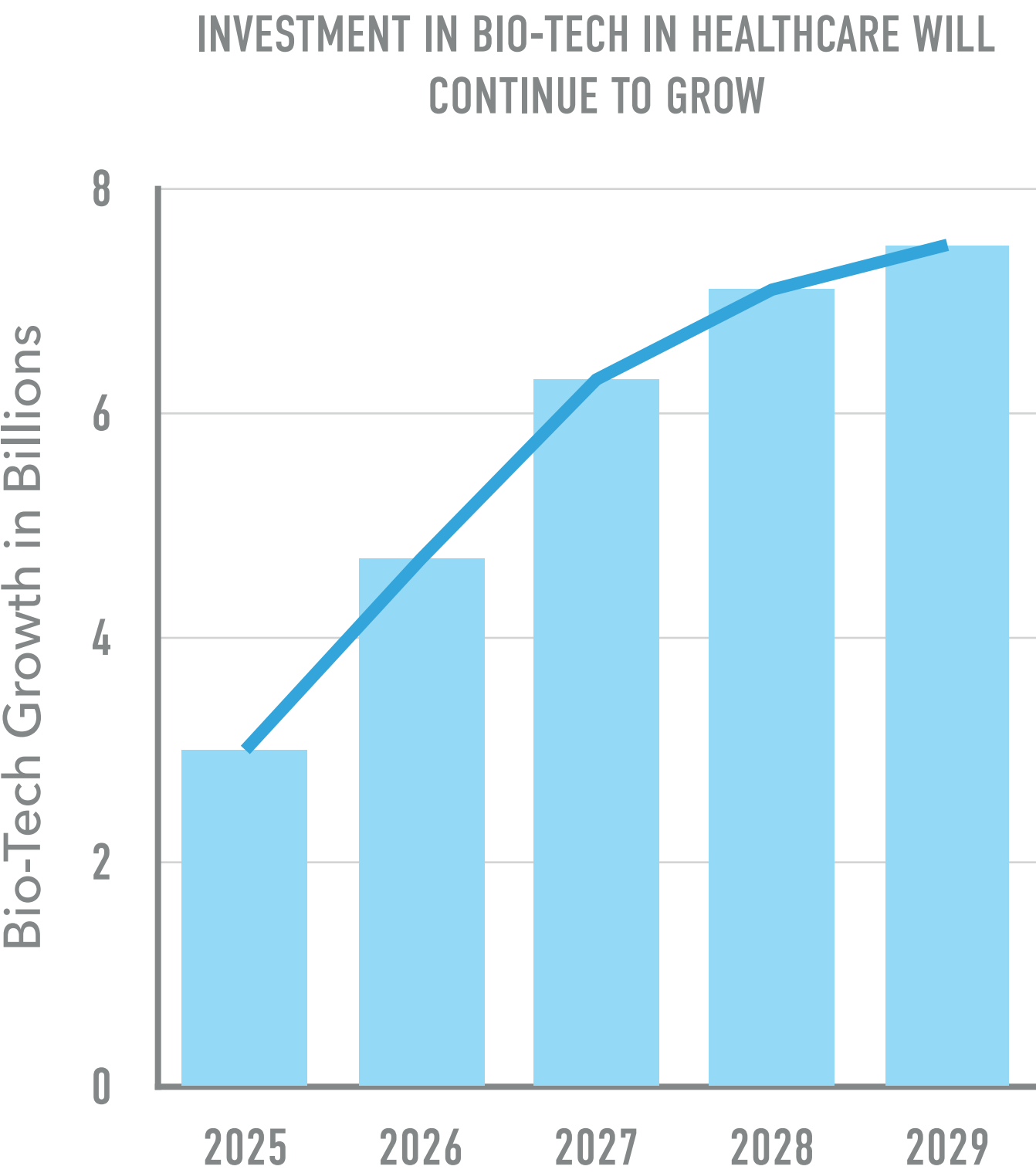


WHAT PROOF CAN HELP ANSWER IN 2025

- ▶ How can we deliver more memorable experiences?
- ▶ How can we adapt to stand out in a competitive market?
- ▶ How does our audience prefer to engage with us?
- ▶ How can we enhance digital marketing to attract more customers?
- ▶ What drives superfans to promote our brand?

WHAT TO EXPECT IN 2025

Integration of Artificial Intelligence in
Healthcare Expansion ¹



¹ McKinsey and Company + McKinsey Global Institute

WHAT TO GET RIGHT THIS YEAR

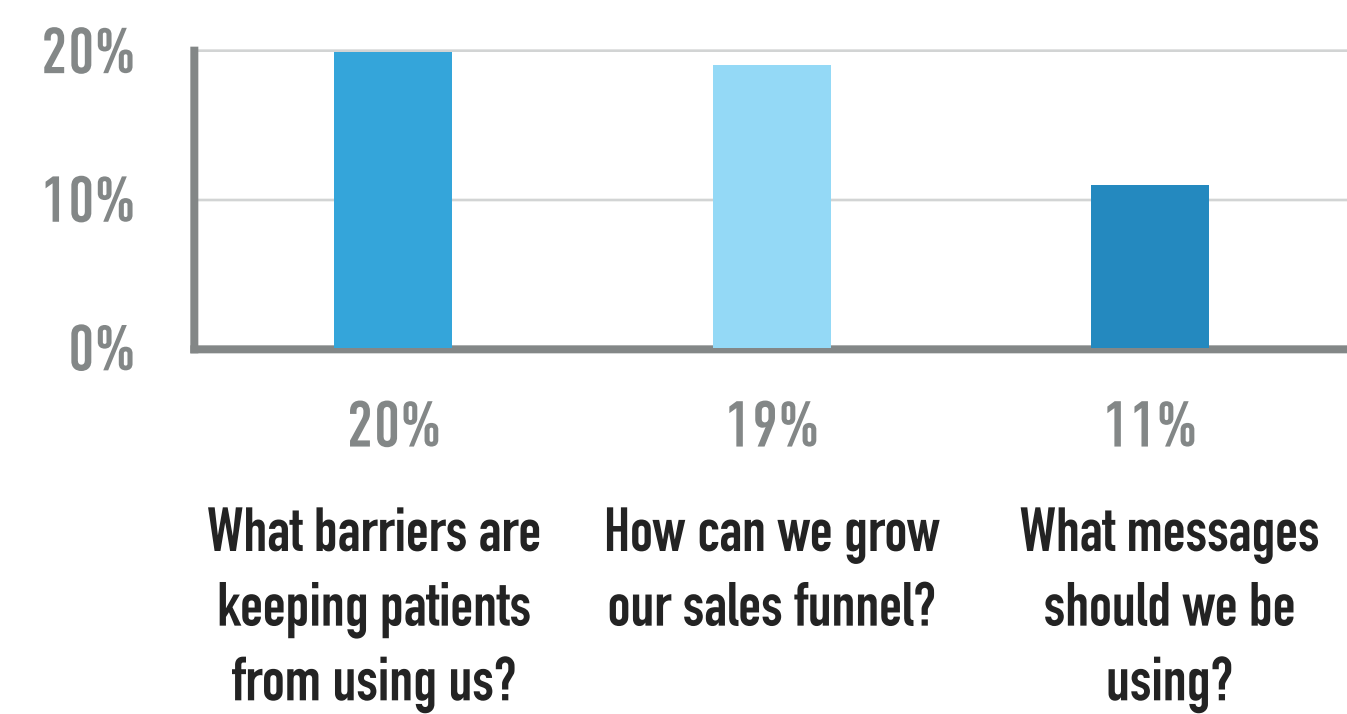
Identifying avenues for collaboration

The rapid adoption of AI can create capability gaps for some companies, making it challenging to keep pace with advancements. Partnering with specialized AI technology providers offers an effective solution, allowing businesses to leverage cutting-edge expertise without the need for costly and time-consuming internal development or training.

Identify what is going to resonate with stakeholders

As AI adoption accelerates and companies increasingly seek partnerships, securing stakeholder buy-in swiftly and effectively becomes critical. By identifying stakeholders' priorities and understanding their motivations, organizations can address concerns, build trust, and foster confidence in AI integration. Tailoring communication to align with stakeholder goals and demonstrating the tangible benefits of AI can significantly enhance support and drive successful adoption.

WHAT YOUR COMPETITORS
ARE ALREADY ASKING



WHAT PROOF CAN HELP ANSWER IN 2025

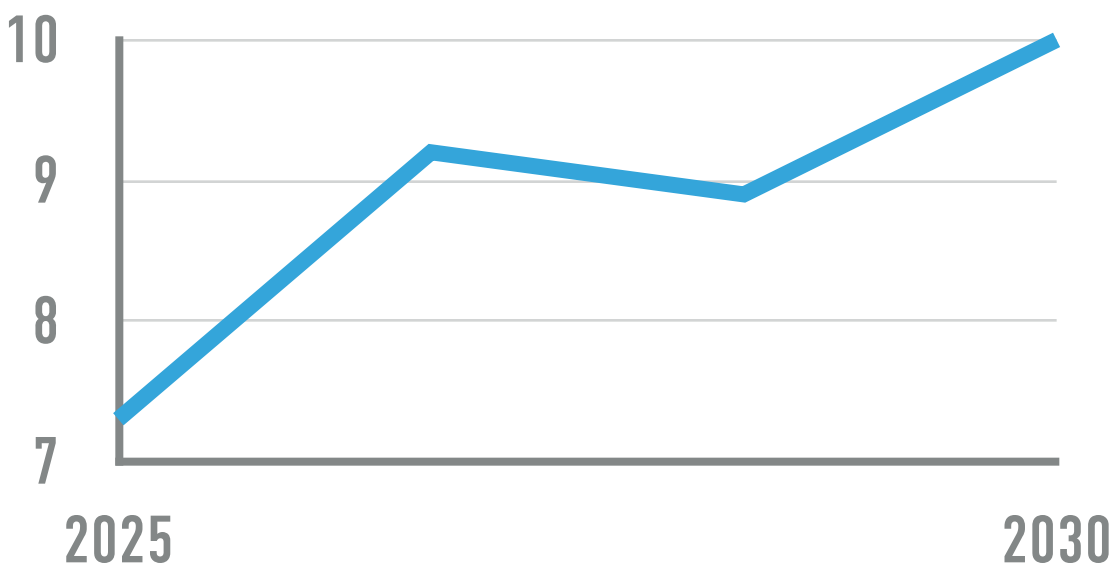
- ▶ How can we partner with other AI companies to better reach our goals?
- ▶ Are there specific organizations we can partner with that are more in line with our goals than other organizations?
- ▶ What is most important to our stakeholders?
- ▶ How can we ensure we have buy-in with new projects?

WHAT TO EXPECT IN 2025

Digital Investment and Expansion ¹

1 IN 3 COMPANIES BELIEVE
DIGITAL SERVICES WILL BE
THE DRIVING FORCE IN REVENUE

INDUSTRY REVENUE IS EXPECTED TO
GROW FOR THE NEXT DECADE



Digital innovation is projected to be the key driver for the industry to reach over \$10 Billion in the next 10 years. ²

WHAT TO GET RIGHT THIS YEAR

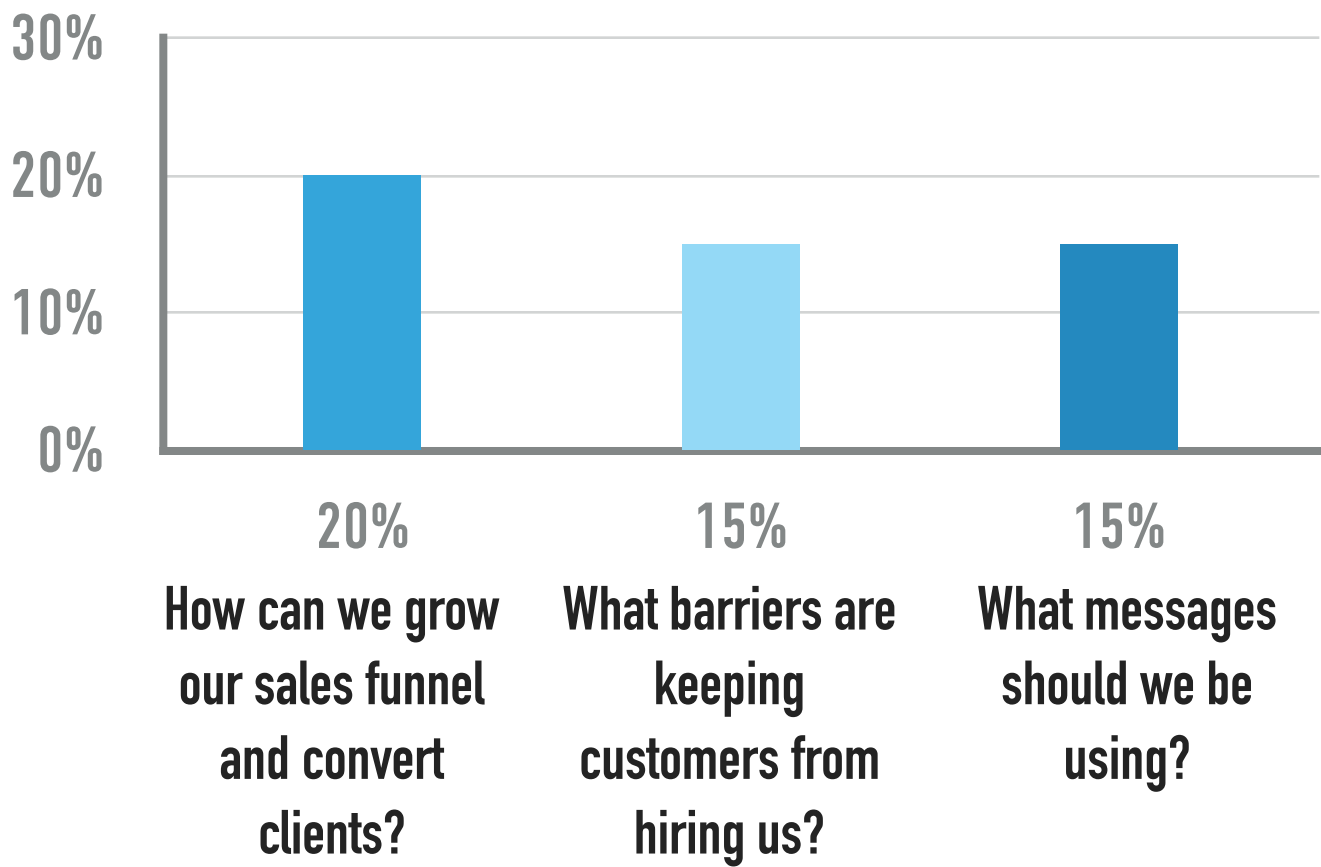
Diversify and tailor value-added solutions
to meet client needs

Professional service firms can boost long-term revenue by solving key client problems with a mix of broad capabilities and specialized expertise. Bundling these into customized solutions increases value and strengthens client relationships.

Identify high-potential clients within your existing base and using customer insights to identify and then focus on their unique challenges.

Establishing trust makes these clients more likely to adopt additional offerings. Strengthen loyalty by bundling services, providing exclusive benefits, and clearly showcasing ROI. Regularly gathering feedback and refining solutions ensures ongoing alignment with client priorities, helping to retain and expand your customer base.

WHAT YOUR COMPETITORS
ARE ALREADY ASKING



WHAT PROOF CAN HELP ANSWER IN 2025

- What should we be investing in to maximize our revenue?
- What services and operations are our customers wanting to offload?
- What opportunities currently exist with current customers to increase business with them?

¹ Business Research Insights: Professional Services Forecast

WHAT TO EXPECT IN 2025

Continued Rebound from the Loss of Membership Post-Pandemic ¹

Membership organizations are rebounding from post-pandemic declines, with growth translating into higher revenue expectations for 2024..

50% OF MEMBERSHIP ORGANIZATIONS REPORTED GROWTH IN MEMBERSHIP IN 2024.

61% EXPECT THEIR REVENUE TO INCREASE THIS YEAR FROM MEMBERSHIPS.

WHAT TO GET RIGHT THIS YEAR

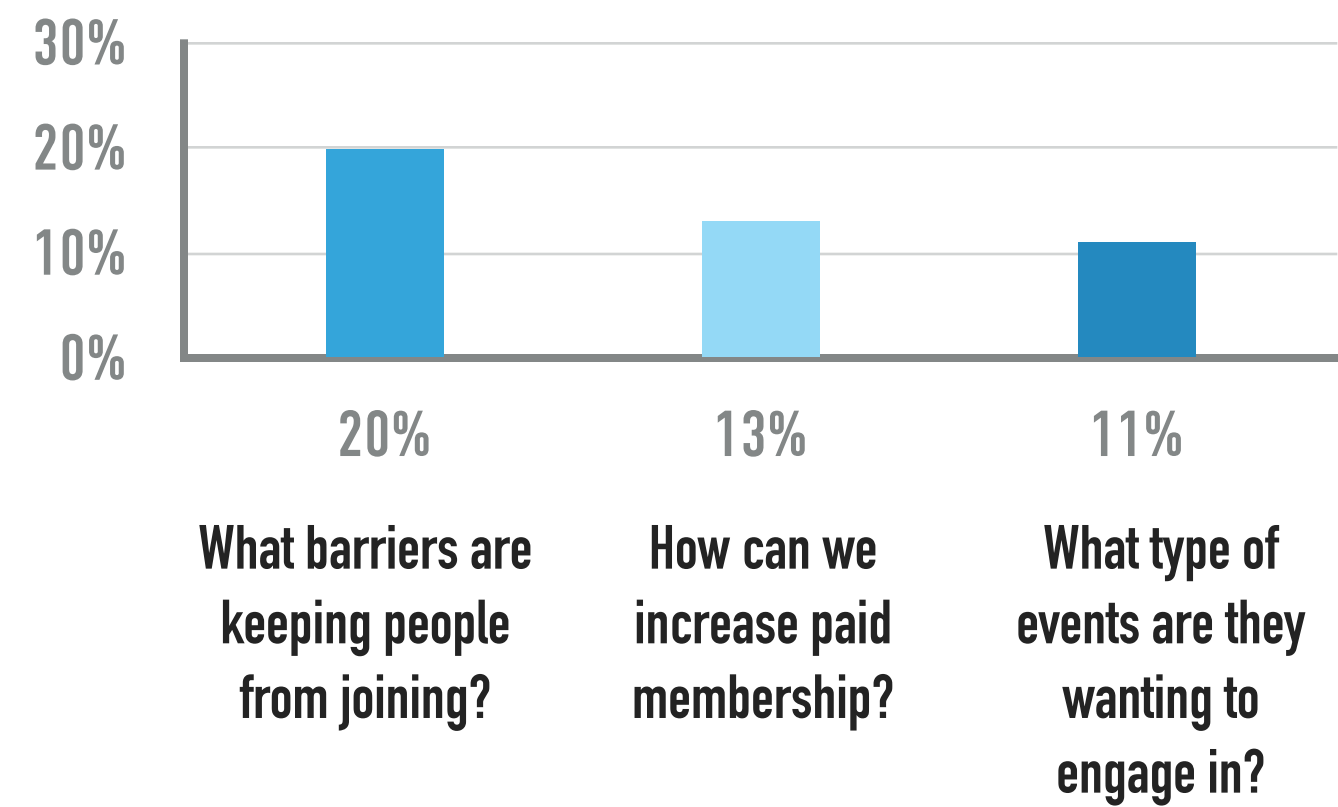
Personalize Member Experience that offers year-round value

Understanding the needs and goals of both current and prospective members is key to curating communications and offerings that resonate deeply with them. By identifying what members aim to achieve, associations can align their value propositions more effectively. Use data-driven insights and segmentation to deliver tailored content, events, and opportunities that meet the unique preferences of different member groups.

Promote tangible benefits

Demonstrating the ROI of membership can transform perceptions of associations from transactional to relational. It’s crucial to understand what members value most, as their idea of ROI may differ from the association's. By aligning benefits with these priorities—whether networking, resources, or professional growth—associations can build stronger connections.

WHAT YOUR COMPETITORS ARE ALREADY ASKING



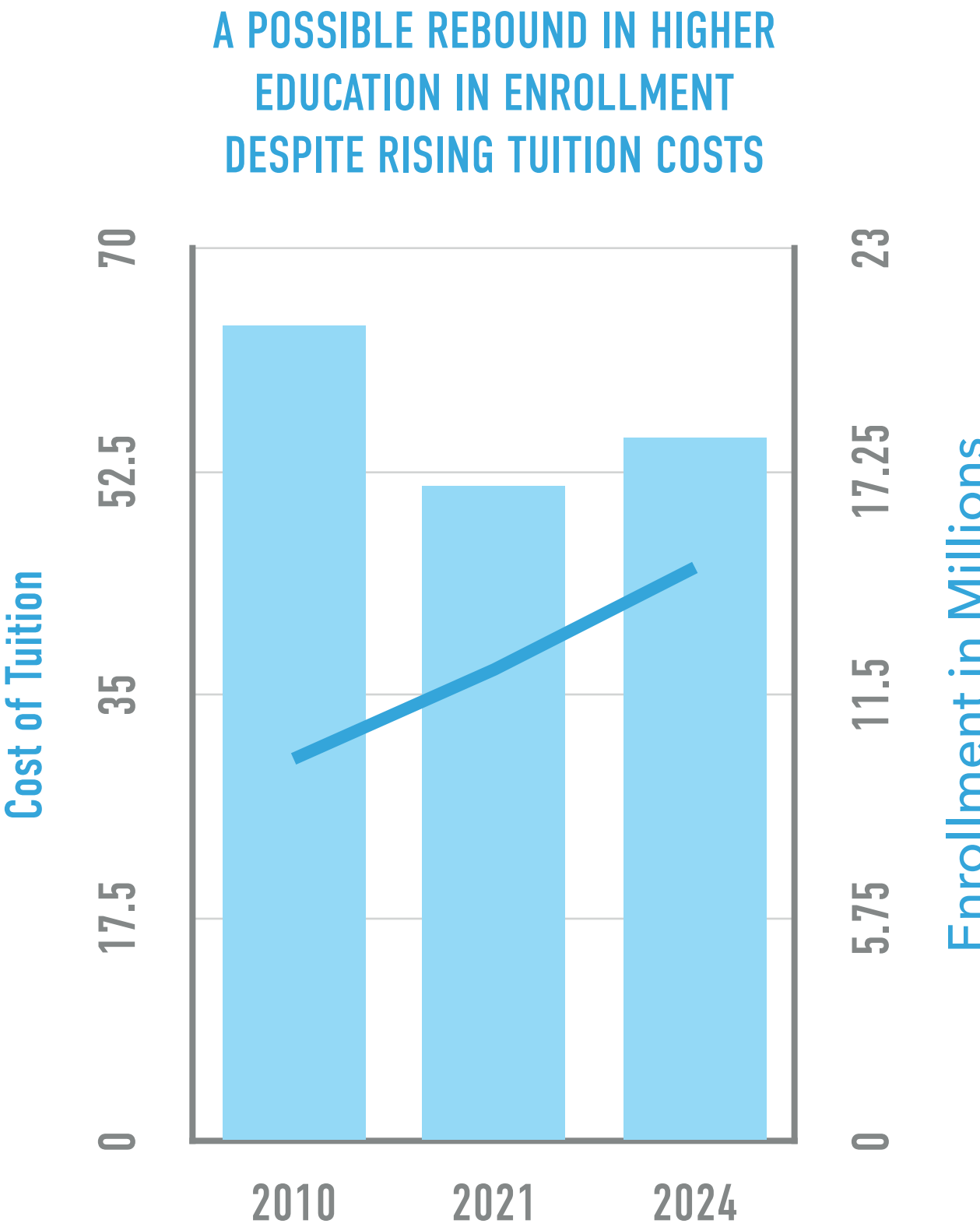
WHAT PROOF CAN HELP ANSWER IN 2025

- What is most important to our members?
- How can we better engage our members?
- What value do our members perceive we provide and are we meeting their needs as an organization?

¹ iMIS and ASi: Membership Performance Report

WHAT TO EXPECT IN 2025

Declining Enrollment Shows Signs of Recovery ¹



¹ National Center for Education Statistics Annual Report

WHAT TO GET RIGHT THIS YEAR

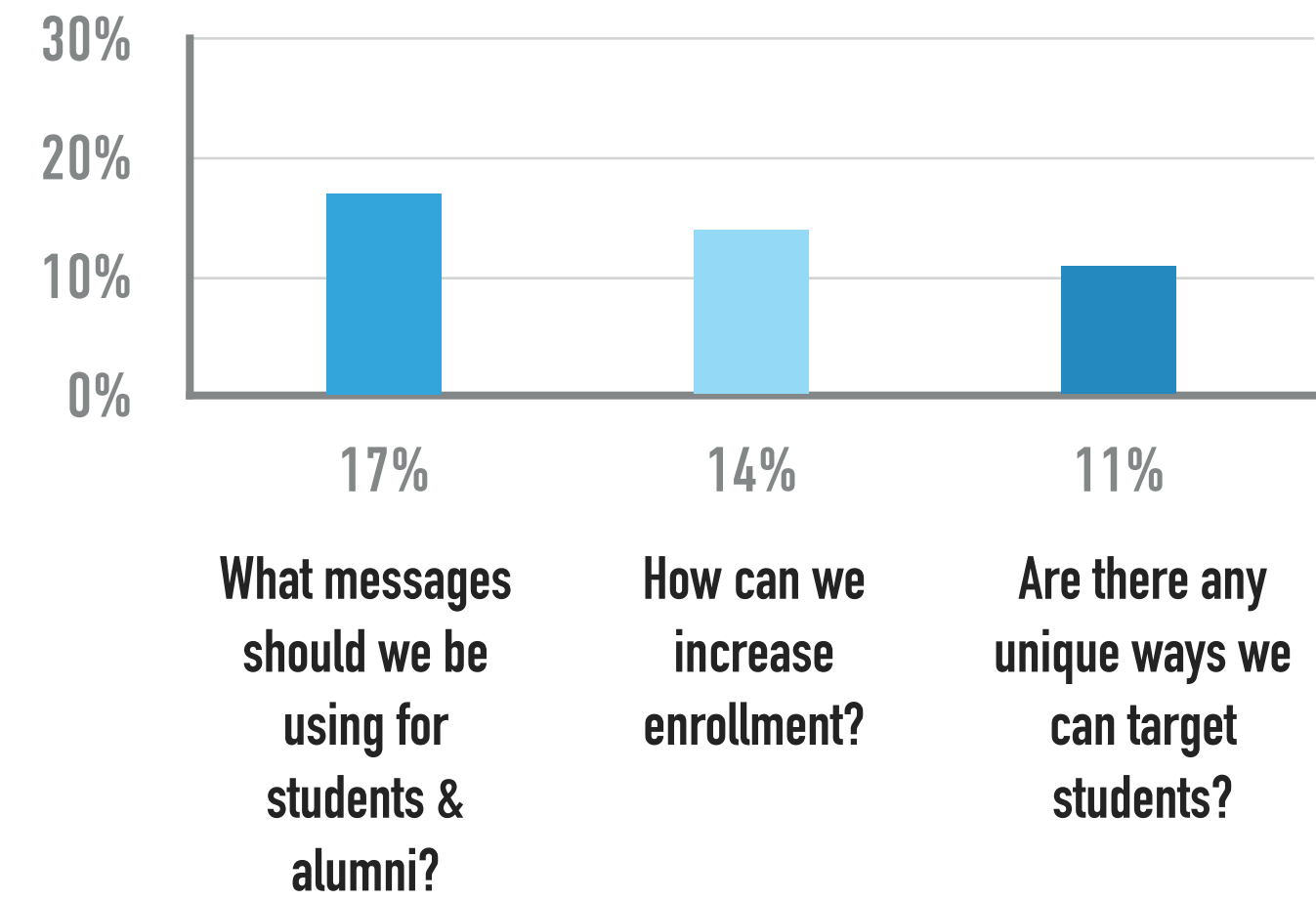
Understanding and Communicating Value

Rising tuition costs and significant student debt have led many prospective students to question whether the value of their education outweighs the financial burden. Institutions must communicate their unique differentiators and highlight their role as partners in personal and professional growth rather than as transactional service providers. To do so effectively, colleges and universities should provide clear evidence of outcomes, such as job placement rates, alumni success stories, and ROI metrics. Transparency about financial aid opportunities and pathways to minimize debt can also build trust and demonstrate a commitment to student success.

Engaging Prospective Students Early

Messaging that resonates with high school students is essential for reversing enrollment trends. Understanding their concerns, such as affordability, career readiness, and support services, and addressing them directly can create a competitive advantage.

WHAT YOUR COMPETITORS ARE ALREADY ASKING

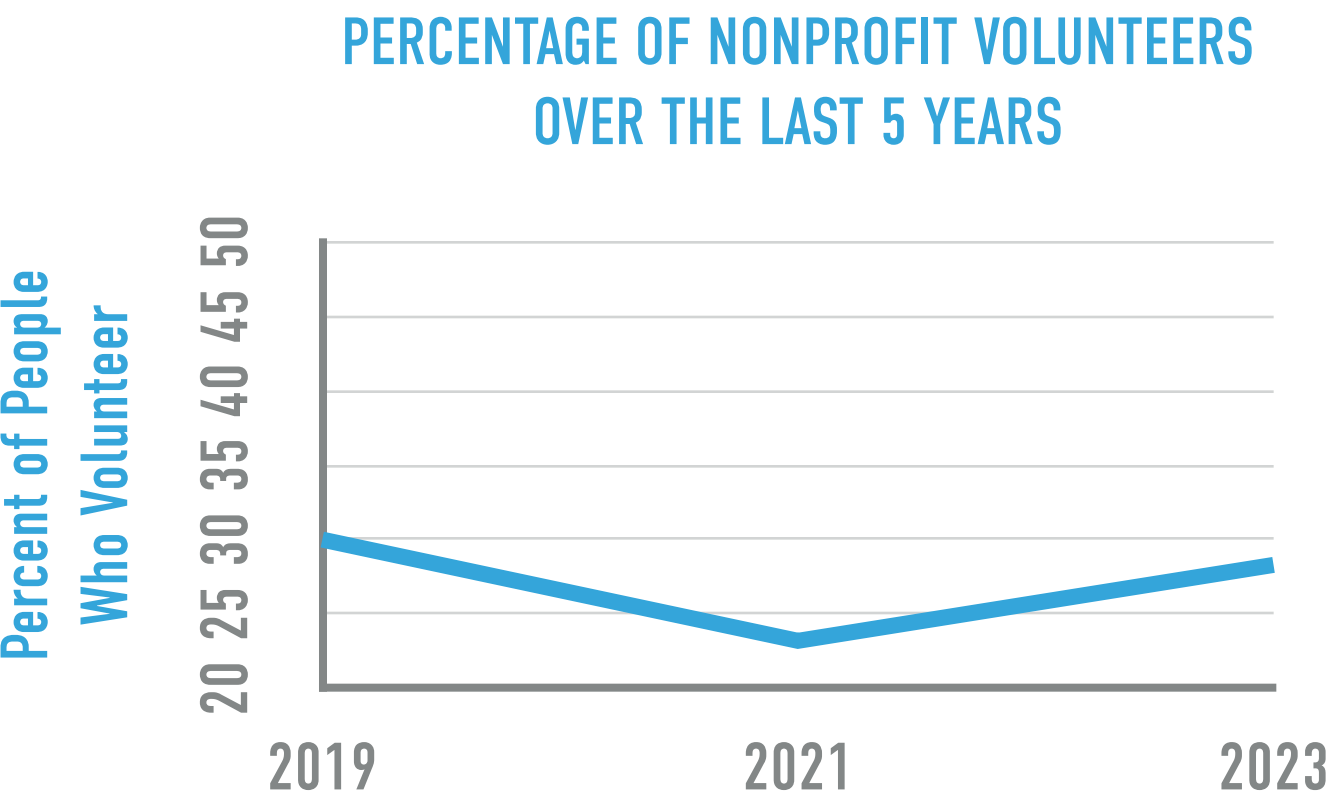


WHAT PROOF CAN HELP ANSWER IN 2025

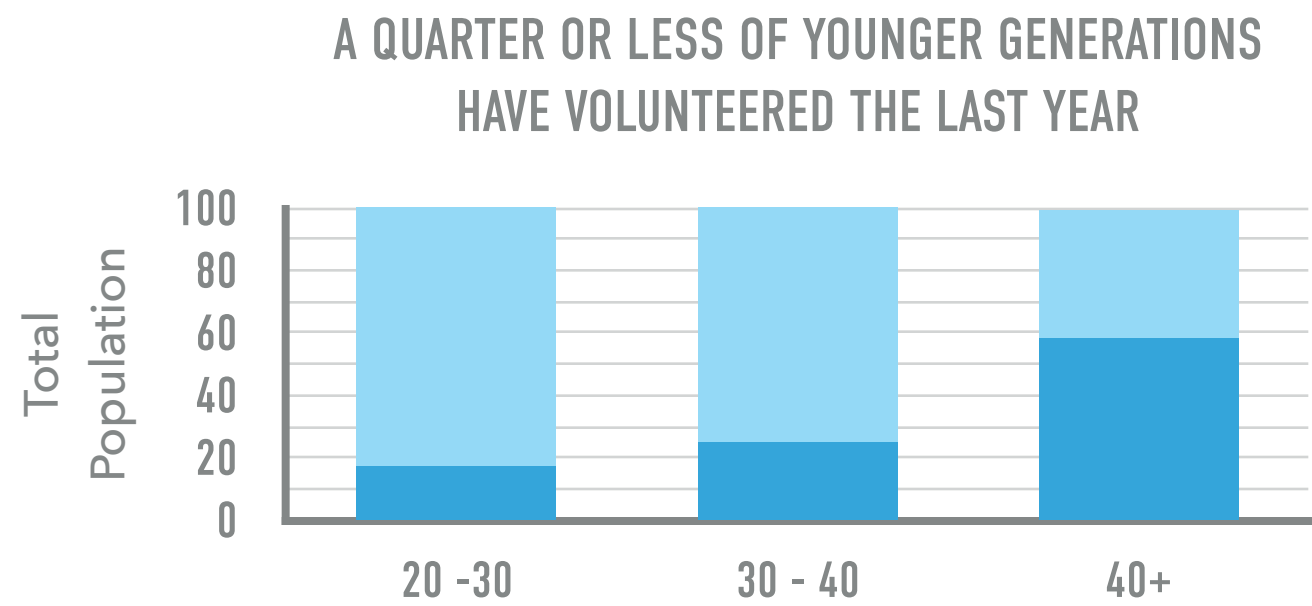
- ▶ How can we effectively increase enrollment among prospective students?
- ▶ Are we perceived as more than a transactional institution by our students and prospective students?
- ▶ What differentiators can we highlight to shift the focus away from tuition costs?

WHAT TO EXPECT IN 2025

A Rebound in Volunteers Following the Pandemic ¹



Engagement with Younger Generations is Essential for Continued Volunteer Growth ²



¹ Us. Census Bureau and AmeriCorps
² Zippia: Volunteer Demographics In the US

WHAT TO GET RIGHT THIS YEAR

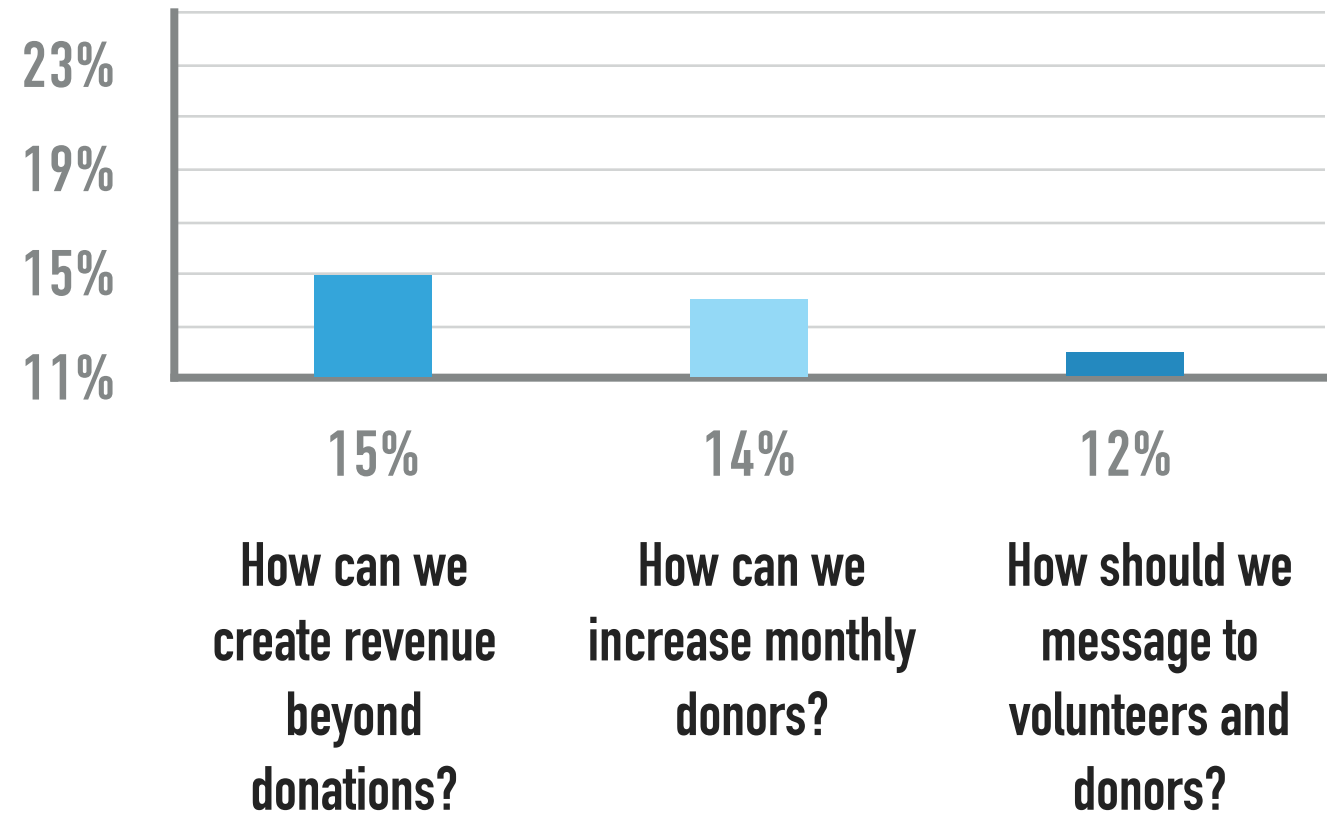
Understanding and Communicating Value

Engaging younger generations in nonprofit and volunteering efforts requires a shift in approach to align with their values and behaviors. Millennials and Gen Z are deeply motivated by purpose-driven causes, favoring organizations that demonstrate transparency, impact, and social responsibility. To foster meaningful relationships, nonprofits must leverage social media, personalized communication, and storytelling that highlights the direct impact of their contributions.

Engaging Prospective Students Early

To transition volunteers from one-time participants to consistent supporters, nonprofits need to offer diverse and flexible opportunities. Providing short-term, skills-based, or virtual volunteering options allows individuals to start small while still making a meaningful contribution. Once engaged, creating pathways for deeper involvement can encourage long-term commitment.

WHAT YOUR COMPETITORS ARE ALREADY ASKING



WHAT PROOF CAN HELP ANSWER IN 2025

- ▶ How can we effectively increase enrollment among prospective students?
- ▶ Are we perceived as more than a transactional institution by our students and prospective students?
- ▶ What differentiators can we highlight to shift the focus away from tuition costs?

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