

## rdsd + \M> AMERICAN MARKETING ASSOCIATION

## **SUMMARY**

American Marketing Association (AMA) utilizes the rasa.io Al to gather member interest data in order to generate a custom curation of articles for each newsletter reader, individualized subject lines based on which articles are the most relevant to the individual, AND they are able to infuse their internally produced daily content by featuring it at the top of the newsletter, thereby maximizing its visibility to readers. By switching to rasa.io, they were able to simultaneously increase their send frequency while saving tons of time on their newsletter process.



"The ability to personalize this newsletter for individuals within such a massive audience is invaluable."

> - MOLLY SOAT AMA EDITOR IN CHIEF

OVERALL
CLICKED ON
SOURCE IN
NEWSLETTER

3

## **BENEFITS**

- As a result of that increased visibility, AMA has been the #1 overall clicked on source within the newsletter since its inception, and they have been able to drive thousands of additional users to their website.
  - Their content team aggregates their topical insights with other sources of behavioral data in order to strategically plan their internal content.

42%
MONTHLY
SUBSCRIBER
ENGAGEMENT
RATE

 Cutting through the noise for their members and only delivering the most relevant content to their subscribers. They needed to grab and keep the attention of their valuable audience.

American Marketing Association

Do You Think Your Decision to Buy Was Rational?

Imagine your fixed supposts that the latest Motch is a great purchase they on about do consider. When you wint the store to specially a great purchase it who you about do consider. When you will sak the store associate?

Raad more

Semush blog

SEO Split Test Result: Find the Best Answer for Both Users and Search Engines

This short case study focuses on testing multiple variants for the same SEO element (page title) on Blokker ni (retail sitle) to find the best-performing variant.

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Marketting Dive

Budweiser seeks millennial attention with new creator-focused campaign

As the brewer seeks to gain younger drinkers, it entists the help of Grammy award-winning rapper Anderson-Pasa.

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Small Business Trends

The New Buy American Rule Could Benefit Small Businesses

The fluy American the guideline has changed According to the new rule, 79% of the components used to make a product must be made in the Us. Read more

MediaPost-MediaDailyNews

Google: Ukraine-Russia War Drove Down

stern European Ad Spending

"We previously created each newsletter from scratch, which meant we could only release one per week. Now we can offer subscribers new content Monday through Friday."

> - DAVID KLEIN AMA CHIEF CONTENT OFFICER