

Case Study

# rasa.io

**AM>**  
AMERICAN MARKETING  
ASSOCIATION

## SUMMARY

American Marketing Association (AMA) utilizes the rasa.io AI 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**

**#1**

## 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.

*"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

