

Case Study

SUMMARY

ASAE began using rasa.io to personalize the Associations Now email and automate the delivery process with cutting-edge AI. The AI monitors the behavioral patterns of each user and is able to make intelligent predictions about their areas of interest based upon their reading habits and similarities to other groups of users.

34%
UNIQUE
DAILY CLICK
RATES WITH
AI

36%
OVERALL
UNIQUE
WEEKLY OPEN
RATE



"The rasa.io technology is a true innovation for ASAE, the first killer app in AI for associations."

- REGGIE HENRY
Chief Information & Engagement Officer at ASAE

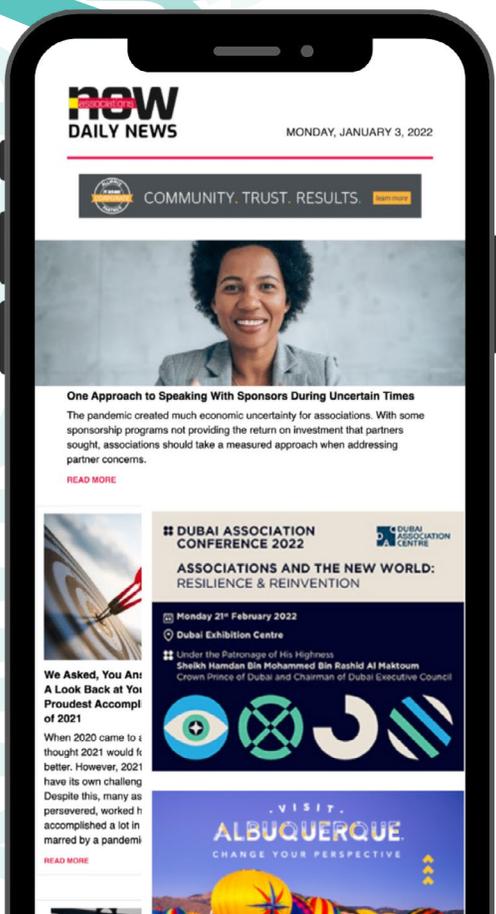
BENEFITS

- ASAE is now sending almost 60,000 unique messages to readers everyday.

- The AI automatically selects articles from ASAE and relevant external sources, generates subject lines, and arranges story placement for each user.

51%
UNIQUE
DAILY OPEN
RATES WITH
AI

- Members are now opening their emails at unprecedented rates. AI outperforms metrics of traditional static newsletters and gathers insight to deliver targeted content to each user.



"Over many decades, the marketer's dream has been to get to a 'Segment of One.' We are there now. We are learning about our audience at a rapid pace. Our members have voted with their opens and clicks, and personalized content is the clear winner."



- ROBB LEE
Chief Marketing & Communications Officer at ASAE