

Case Study

SUMMARY

The Institute of Scrap Recycling Industries (ISRI) is a nonprofit trade association that represents over 1,300 for-profit scrap recycling companies. The organization partnered with rasa.io to save time, effort, and money by using AI to streamline its newsletter creation, distribution, and subscriber targeting.

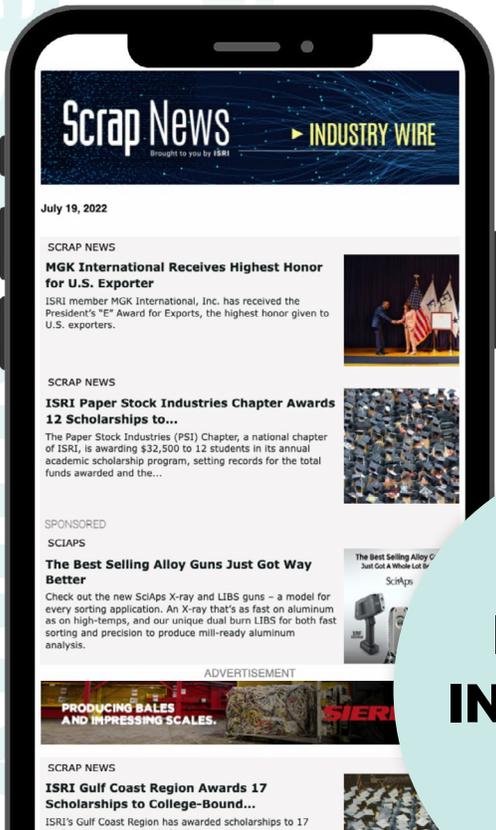
BENEFITS

- Ad space within the ISRI email newsletter is consistently sold out, and advertising now represents the organization's top revenue generator.
- The ISRI email newsletter has become so popular that it has become a more integral part of the association's overall communication strategy.
- Using rasa.io's AI automation tools, ISRI has freed up staff hours that were previously spent hand-curating content and creating newsletters specific to different segments of the association's membership.

3X
INCREASE
IN EMAIL
OPENS AND
CLICKS

STAFF
HOURS
WERE
REDUCED BY
90%

- Hyper-personalized, next-level, smart-newsletter content has helped ISRI eliminate the need to send multiple email newsletters to different segments of its association membership. Now the company sends one newsletter to all of its members, and each receives content that is personalized to cater to their unique interests.



"The newsletter has become so popular that we have had to build it more into our communications strategy than anticipated."

20%
INCREASE
IN EMAIL LIST
GROWTH

- Mark Carpenter
Vice President of Communications