Idea Village

Idea Village works to identify, support, and retain entrepreneurial talent in New Orleans. They are a globally recognized leader in the development of geographically based entrepreneurial ecosystems.

CHALLENGES

Entrepreneurs and business-owners throughout the New Orleans area and beyond look to Idea Village as an authority in the business startup world. As a result, they have cultivated an extensive group of subscribers who are interested in Idea Village content, programs, and events.

The business incubator wanted to increase engagement with its entire subscriber base. Beyond the regular engagement they have with entrepreneurs, educators, and business-owners in their educational programs, they sought to effectively disseminate relevant news to all of their subscribers on a daily basis. **The challenge is that no two subscribers were the same—each individual has their unique preferences, interests, and personality attributes.**

The team at Idea Village is extraordinarily busy developing entrepreneurial programs and planning renowned citywide events. **They needed a way for their ecosystem of subscribers to associate Idea Village with the latest news in entrepreneurial and start-up culture which would not require substantial staff time to produce.**

SOLUTIONS

Sally Forman, acting CEO of Idea Village, started working with the rasa.io team in order to develop a personalized daily email newsbrief that would engage their subscribers on a daily basis. The Idea Village team wanted to be sure that the daily newsbrief featured content from authoritative sources that their readers highly value, like Entrepreneur, Inc, and Harvard Business Review. They spent time working with rasa.io in order to refine their source list and then they let the rasa.io Artificial Intelligence engine do its work.

Once the campaign began, each person in their community started receiving their daily email, comprised of 10 individualized articles. As subscribers engage with their content, the AI intelligently evolves to determine content topics that will be valuable in future newsbriefs. **The Idea Village now has a method to engage their entire member base frequently enough to create a positive habit in alignment with the Idea Village brand.**

rasa.io allows us to send relevant news automatically to our subscribers every day; content that informs the way our entrepreneurs think and do business. Our newsbrief open rate is 30%; rasa.io allows us to educate our community while promoting our Idea Village brand.

-SALLY FORMAN, ACTING CEO OF IDEA VILLAGE

The team appreciates that they can monitor their community's daily engagement with the newsbrief using rasa.io analytics. Reporting features include aggregation of daily open and click rates, popular content sources, and the key topics that their audience is interested in. This reporting insight allows Idea Village to craft their own relevant content and programming based directly upon their audience's real-time interests.

RESULTS

Sally Forman describes the value her organization has gained from the rasa.io- Idea Village partnership: **"rasa.io allows us to send relevant news, automatically, to our subscribers every day: content that informs the way our entrepreneurs think and do business. Our newsbrief open rate is 30%; rasa.io allows us to educate our community while promoting our Idea Village brand."**

As Forman stated above, the Idea Village Team is seeing email open and click rates that far exceed those of the emails that are not personalized. When the rasa.io AI engine has collected interest information on users, open and click rates are even higher. **For this highly engaged segment, the newsbrief open rate is 51%**, and on average, these subscribers are reading two or more newsbrief articles per day.

The Idea Village team can now engage with each of its individual community members, with no additional time costs. Forman values that the most relevant news in the startup and business world is now associated with the Idea Village brand. The community's subscribers, in turn, value that Idea Village delivers them relevant news they can use to help them meet their business goals.
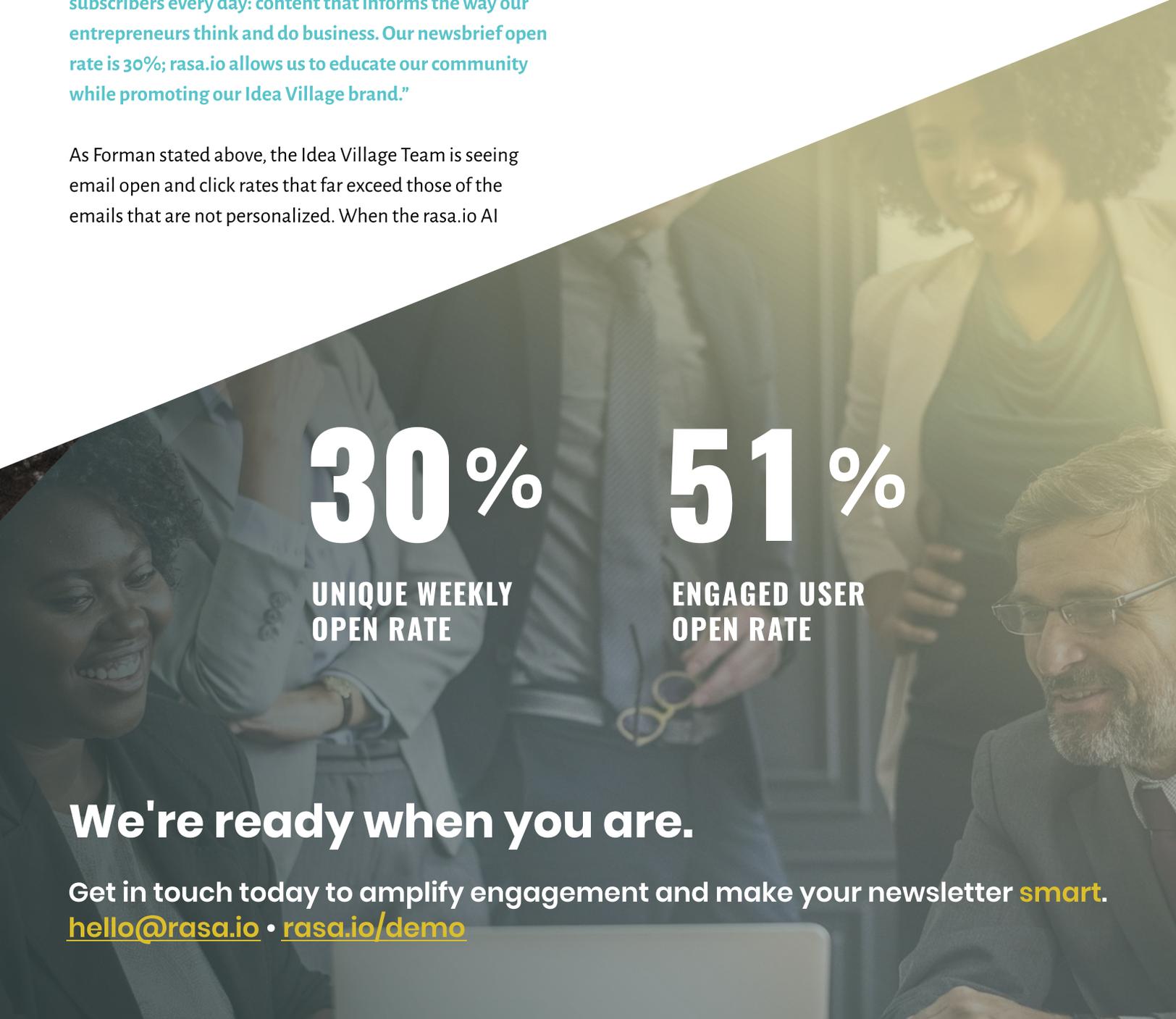
30%
UNIQUE WEEKLY OPEN RATE

51%
ENGAGED USER OPEN RATE

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