



## CUSTOMER CASE STUDY: BIZ NEW ORLEANS

### CHALLENGES

Biz New Orleans is a local publisher that produces original New Orleans business, politics, and entertainment news. They were looking for a way to engage their readers more frequently and increase revenue from advertisers.

As a premier producer of unique and informative content, Biz New Orleans has many loyal subscribers. They knew their readers were interested in consuming more content than what they published directly; they wanted a way to include intelligently aggregated local, regional, and national articles and engage their readers with new technology and different news sources.

Biz New Orleans also wanted to find another way to drive traffic to their site in order to continue to attract local on-site advertisers and maintain their reputation as a leading local news website in the city.

### RASA.IO SOLUTIONS

Biz New Orleans chose to work with rasa.io in order to improve engagement frequency by sending their readers a personalized daily newsbrief each morning. The “Morning Biz” edition, powered by rasa.io, includes content from a wide variety of authoritative sources while also prominently featuring articles

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*rasa.io has been able to develop a newsbrief that sees much higher than average open and click through rates. With a **weekly unique open rate of 47% and a weekly click through rate of close to 10%**, we are able to easily attract advertisers, as well as drive traffic to our website, by featuring our own content amongst daily, national and New Orleans business news.*

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**Todd Matherne**

CEO of Renaissance Publishing; Head of Biz New Orleans



**morningbiz**  
AGGREGATED NEWS FROM BIZ NEW ORLEANS

**47%**

UNIQUE WEEKLY OPEN RATE

**10%**

UNIQUE WEEKLY CLICK RATE

**TOP 3**

MOST CLICKED RESOURCE

written by Biz New Orleans. This daily news complements their daily afternoon email, which includes only their original content.

In a world with an overflow of irrelevant content, **Biz New Orleans is ultimately able to deliver on topics that each of its individual subscribers care about.** The Biz New Orleans email newsbrief is tailored to each individual recipient, as determined by Artificial Intelligence technology. Biz New Orleans finds this ability to cut through the noise, for each of its readers, invaluable.

Since rolling out the rasa.io daily newsbrief to their subscribers, Biz New Orleans has been able to **significantly increase open and click rates.** Readers are getting personalized news that is automatically tailored to their unique preferences and interests every day. The result of this increased engagement is a more passionate and habitual audience that is deriving value from their daily news briefing.

## RESULTS

**Head of Biz New Orleans and Chief Executive Officer at Renaissance Publishing, Todd Matherne,** is seeing results that far exceed his expectations: *“rasa.io has been able to develop a newsbrief that sees much higher than average open and click through rates. **With a weekly unique open rate of 47% and a weekly click through rate of close to 10%,** we are able to easily attract advertisers, as well as drive traffic to our website, by featuring our own content amongst relevant daily, national and New Orleans business news. We strive to deliver content our readers want and rasa.io has allowed us to increase our depth of content with AI technology.”*

These rates of 47% and 10%, respectively, contrast the average email marketing open rates of below 20% and click rates of below 5%.

For the 25% most active email subscribers, the data is even more impressive: **these users open their emails at a weekly rate of 62%.**

Due to the strong engagement data, Biz New Orleans is able to attract additional advertising revenue and increase traffic to their own website.

Biz New Orleans also enjoys the additional benefit of time savings. Because rasa.io’s daily newsbrief uses AI to automatically collect news individualized for each person from its various predetermined sources, the publisher no longer spends time manually sending out its content to subscribers.

Leaders at the organization **depend on rasa.io’s reporting capabilities.** They are able to regularly monitor open and click rates, trending topics of interest, and many other data points. By gaining insight into the behavior of their reader base, Biz New Orleans can also plan ahead and think of new ideas for original content that align in real-time with their audience’s interests.

The people who are engaged at this level have seen the most benefit from the power of the AI engine selecting their content.

“Morning Biz” increases traffic to bizneworleans.com by featuring the publisher’s own daily content in the email. **The news source ranks #3 most clicked on amongst a total of 68 different, authoritative news outlets.** This showcases the value an aggregated newsbrief can provide by marrying news from a breadth of authoritative sources with the publisher’s original content.

*“We are very excited about the results of this partnership. We look forward to continuing to grow our ad revenue and increase our content visibility with rasa.io,”* commented Matherne.