John Spence

John Spence is a thought leader, management consultant, executive trainer, and world-renowned speaker. **He is recognized as one of the Top 100 Business Thought Leaders in America and his clients range from small businesses to Fortune 100 companies.** Spence has traveled the world for over twenty years speaking to a diverse array of organizations and teaching them how to be more successful in their business endeavors.

CHALLENGES

Spence has a prominent reputation in the business leadership community, and he has published 5 business books of his own, among other blogs and scholarly content. He has therefore naturally built up a vast community of subscribers who regularly look to him for insightful, engaging, and educational materials.

The thought leader wanted a way to disseminate his self-identified valuable content in such a way that was personalized—and thus meaningful—to each of his individual recipients. He also wanted to feel confident that each article he sent out to his readers was content that he believed in.

SOLUTIONS

Spence began working with the team at rasa.io in order to deliver his subscribers valuable, personalized content with no additional time cost to him or his team. He set up his newsbrief so that rasa.io Artificial Intelligence could personalize each email via compiling content from a few, but robust, outlets that he selected: Spence's Twitter-shared articles, Spence's blog, and the shared content from a select few of his highly-regarded peers.

The end result is a biweekly rasa.io email that uses Artificial Intelligence to compile ten articles for each individual member of the John Spence community. rasa.io AI distills the hundreds of articles collected from the sources mentioned

The level at which rasa.io has engaged my community of followers has exceeded my expectations: 40% of my subscribers open our rasa.io emails. Beyond that, for the group we have gathered the most Artificial Intelligence information on, our open rate is about 60%. It feels great to know that the training, education, and business research resources I am passing onto my followers are being used to help them grow.

-JOHN SPENCE, INTERNATIONAL BUSINESS SPEAKER AND AUTHOR

above into a select grouping of articles for each email, based on what the AI engine has learned about any given recipient. Over time, the emails evolve to become even more relevant as the AI continues to learn from each person's open, click, and reading behavior.

RESULTS

The engagement statistics for the John Spence email newsbrief are unprecedented, as compared to normal email newsletter open and click-through rates.

Spence describes how his readers feel about the rasa.io newsbrief: "I have already had several people tell me that they love the newsletter and that the content is fantastic; this feedback is especially validating, because the AI is custom generating content for each reader."

Spence regularly receives positive feedback from his readers about how they appreciate the personalized, relevant content. He appreciates that he can respond by

letting them know that Artificial Intelligence is at work aggregating the content based on their individual interests.

Spence feels confident that the content he sends to his subscribers represents his business philosophies, and at the same time, takes comfort in knowing each email is AI hand-picked and relevant. Spence reports, "My newsbrief content represents my individual brand and the way I believe in doing business; the rasa.io newsbrief product allows me to automatically distribute these important articles, along with my self-published content—all personalized for each member of my community - on a regular basis."

40%
UNIQUE WEEKLY
OPEN RATE

60%
ENGAGED MEMBER
OPEN RATE

38%
ENGAGED MEMBER
CLICK RATE

We're ready when you are.

Get in touch today to amplify engagement and make your newsletter smart.
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