

# AssociationSuccess.org

**AssociationSuccess.org is a hub and breeding ground for innovation and change in the association world.** They are dedicated to helping association professionals solve problems through experimentation, collaboration, and innovation.

## CHALLENGES

The association thought leader was looking for a way to engage its community of association professionals on a regular basis. They excel at putting on educational events and programming, but they wanted to ensure they had a way to engage their members between their virtual conferences, webinars, and co-created events.

**They also wanted a way they could automatically disseminate their internally created content, without having to hand-curate or hand-segment their emails.**

## SOLUTIONS

AssociationSuccess.org partnered with rasa.io in order to begin personalizing the email communications they sent out to their subscribers.

Arianna Rehak, Director of Association Success, worked closely with rasa.io in order to ensure the content sources that were used for the AI-generated emails were authoritative and relevant to her community. She also wanted to be sure that the content delivered to her audience was reflective of the progressive and experimental mindset they try to encourage amongst their readers.

**Rehak began her experiment by not only hand-selecting relevant content sources, but also by crowd-sourcing content source ideas from her community.** Rehak knew that if readers had a part in building the newsbrief from the ground up, they would be even more enthusiastic about the project.

***One thing we've come to understand is that every person who reads our emails has different interests and goals within their personal and professional lives, which makes it extremely difficult to provide content that is relevant to all. The value of rasa.io for us has been both in its personalization, and also in what the personalization tells us. Looking at macro trends of the topics that are most clicked on, we've been able to create even more relevant content.***

**-ARIANNA REHAK, DIRECTOR OF ASSOCIATIONSUCCESS.ORG**

## RESULTS

AssociationSuccess.org quickly realized the benefits of the rasa.io newsbrief partnership:

- ▶ AI-generated content personalization for each of their community members.
  - ▶ An average open rate of 32%, far above that of average email open rates.
  - ▶ An average click rate of 10%, far above that of average email click rates.
  - ▶ Frequent, three times per week, interaction between the AssociationSuccess.org brand and their community of thousands of users.
  - ▶ Time saved on email creation and blog dissemination: the rasa.io AI engine picks up AssociationSuccess.org content published on their website and automatically pushes it into the featured area of their newsbrief.
- ▶ AssociationSuccess.org is the #2 site for newsbrief web referral traffic, amongst other authoritative sources in the newsbrief.
  - ▶ Regular reporting on trending topics, news sources, and articles of interest amongst their community of members, which positions them to develop internal content of optimal interest to their audience.



**32%**

MEMBER OPEN RATE

**#2 SITE**

FOR EMAIL REFERRAL TRAFFIC

**We're ready when you are.**

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