rasa.io

AMERICAN SOCIETY FOR MICROBIOLOGY

CASE STUDY

"We went with rasa.io because we wanted to increase engagement and provide our members with curated content using AI. We are now giving our members what they want to read, while at the same time saving 3-4 hours every week on newsletter curation. The rasa.io platform is impressive, increasing our open and click rates, driving traffic to our site, and providing sophisticated analytics ...and best of all, it's easy to use."

-JANET HEDRICK
ASSISTANT DIRECTOR OF MEMBERSHIP SERVICES AT ASM

ASM NEWS DIGEST

The team at ASM sent out a weekly, static newsletter which aggregated their own content along with relevant outside content in the microbiology space. Looking to the future, they wanted to save time and automate their newsletter process. They were also ready to enhance the content within the newsletter by personalizing the selection and arrangement of articles for each reader.

The **American Society for Microbiology** promotes and advances the microbial sciences. The organization leads the field in exploring the complete spectrum of microbiology, building collaborations with academic, regulatory and industrial communities, helps find solutions to pressing global health issues, develops its members professionally, and works with policymakers to advocate for evidence-based policy and the highest standards in scientific practice.

THE RESULTS OF A HEAD TO HEAD TRIAL

ASM began using rasa.io technology in order to determine whether personalized news through the power of AI would increase open and click rates. At the end of the trial, AI-generated, personalized content won out.

It's the ultimate goal from a marketing and communications standpoint to be able to interact with an audience on an individual level. ASM now achieves this goal with AI, and they also enjoy additional benefits that come along with leveraging rasa.io technology:

- Hours in time savings every week which were previously used to hand-curate content and manually send emails
- Additional traffic to the ASM website
- Insightful reports sharing the most popular topics amongst members, allowing ASM to intelligently inform their own content strategy
- Automatic infusion of ASM developed content as well as the latest, and most important messages for members

AI-generated, personalized content generates above-average email engagement.

66%
SMART NEWSLETTER
TOTAL OPEN RATE

20%
SMART NEWSLETTER
TOTAL CLICK RATE

We're ready when you are.

Get in touch today to amplify engagement and make your newsletter **smart**.
hello@rasa.io • **rasa.io/demo**