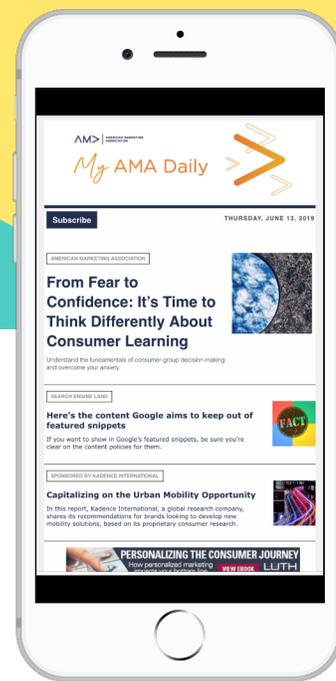




CASE STUDY



AMA: The American Marketing Association provides a community for marketers, and they lead an important conversation around marketing best practices. The organization publishes award-winning scholarly journals and media – and it was time to raise the bar on their newsletter too.

BEYOND MARKETING

The AMA strives to be a relevant voice in shaping marketing practices and ideologies, and they are guided by a four-part mission: committing to service leadership in the world of marketing; providing a unified voice for the single AMA community and brand; establishing an intellectual marketing agenda; and building an interconnected marketplace of marketing knowledge.

Consistent with their purpose of developing a useful marketplace of industry knowledge, they needed a newsletter that would allow their team to disseminate personalized marketing news to their 100,000 plus subscribers, in a timely manner, on a regular basis.

The AMA understands the imperative of cutting through the noise for their members and only delivering the most relevant content to their subscribers. They needed to grab and keep the attention of their valuable audience.

MEANINGFUL ENGAGEMENT

The world of content in the marketing space is incredibly diverse, spanning topics from branding, to digital, to design, to written content development, and the list continues. It would have been impossible to personalize the content they share with subscribers in a meaningful way, at scale, without the power of AI.

We've loved the opportunity to combine original AMA.org content with relevant posts from around the web in a way that's personalized to the reader's interests. We're regularly adding and evaluating sources for the most compelling content. We previously created each newsletter from scratch, which meant we could only release one per week. Now we can offer subscribers new content Monday through Friday.

-DAVID KLEIN

AMA CHIEF CONTENT OFFICER

Our members and readers span many industries and specialties, so not every post about marketing will be relevant to all of our subscribers. The ability to personalize this newsletter for individuals within such a massive audience is invaluable.

-MOLLY SOAT
AMA EDITOR IN CHIEF

The AMA consistently leverages the valuable topical analytics that the platform provides. They use the information to further refine the content that pulls in from outside sources as well as to glean member behavior insights. Going beyond curation, AMA's content team aggregates their topical insights with other sources of behavioral data in order to craft their internal content strategy.

The AI engine uses the member interest data in order to generate individualized subject lines based on which articles are the most relevant to any given individual. At the same time, the AMA is able to infuse their internally produced daily content and feature it at the top of the newsletter, thereby maximizing its visibility to readers. As a result of that increased visibility, **the AMA has been the #1 overall clicked on source within the newsletter since its inception, and they have been able to drive thousands of additional users to their website.**

42%

**MONTHLY SUBSCRIBER
ENGAGEMENT RATE**

#1 SITE

**FOR NEWSLETTER REFERRAL
TRAFFIC**

We're ready when you are.

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