

Case Study

rasa.io + ASCE

AMERICAN SOCIETY OF CIVIL ENGINEERS

SUMMARY

The American Society of Civil Engineers (ASCE) is a professional society representing over 150,000 active members within the civil engineering profession across 177 different countries worldwide. ASCE partnered with rasa.io to increase the frequency of its newsletter from weekly to daily in hopes of cutting down in-house production time and providing a stronger, more relevant experience to its subscribers through rasa.io's ability to leverage AI to tailor content.

"Most of the website traffic to our content comes from our rasa.io newsletter, as our analytics show."

- JOHN MARSTON
SR. MANAGER DIGITAL MEDIA COMMUNICATIONS



**50%
UNIQUE
OPEN
RATES**

BENEFITS

- ASCE relies on its in-house content to drive traffic to its website, and since using the rasa.io platform, analytics show that its newsletter has been the main driver of its traffic.
- The rasa.io platform has allowed ASCE to provide its newsletter subscribers with a stronger, more relevant experience by leveraging AI to tailor content.

- The rasa.io platform has also helped ASCE to hit their advertising revenue goals. The organization has seen massive success with ad placements.

- They've gained a better understanding of their membership's interest in certain industry-related topics and helped the organization to engage its subscribers better.

**MASSIVE
SAVINGS IN
NEWSLETTER
PRODUCTION
TIME**

"We were apprehensive at first about using the AI tool. But once we started using it, it was easy to bring in content from other news sources to help bridge the content gap within our small writing staff team."

- ROXANN HENZE
DIRECTOR OF COMMUNICATIONS

