

NEWSLETTER CASE STUDY

rasa.io +



SUMMARY

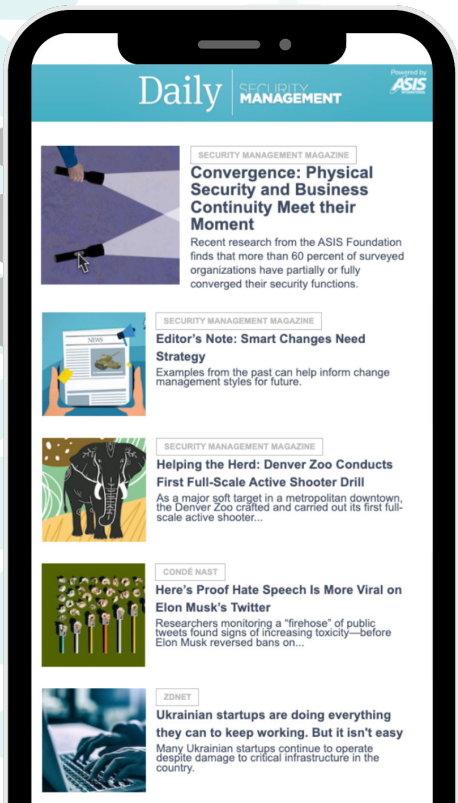
The American Society for Industrial Security (ASIS) International is the world's leading association for security management professionals. It's a global organization representing a diverse, broad membership of security practitioners across 252 chapters and 87 different countries. ASIS International partnered with rasa.io to help augment its existing editorial staff's hard work. As a result of their partnership with rasa.io, ASIS International saw improved membership engagement, increased advertising revenue, massive amounts of time saved, and a resounding positive response from their editorial staff.

63%
BOOST IN \$
AD REVENUE

BENEFITS

- Transformed their existing newsletter into a hyper-personalized, smart newsletter that is catered to each subscriber's unique interests.
- Obtained the ability to provide sponsors a space where their content appears organically alongside AI and hand-curated content enhancing relationships with existing and potential sponsors and advertisers.
- Gained valuable insights and data about their audience. This led them to develop new in-house content, products, and services based on their new knowledge.

INCREASED
MEMBERSHIP
VALUE



- Leveraged AI technology within their editorial staff's workflow allowed staff members to discover content they would otherwise have been unaware of; provided new and relevant content opportunities in other areas of the organization.
- Due to the massive success of their revamped Security Management Daily newsletter, ASIS launched a brand new weekly version that created an additional stream of non-dues revenue.

"ASIS doesn't need to dump a bunch of data into rasa.io to get personalization for its members, that happens naturally through the AI system."



- ADAM SAVINO
VICE PRESIDENT OF TECHNOLOGY
& ORGANIZATIONAL EFFECTIVENESS