

Case Study

rasa.io + ISEA

SUMMARY

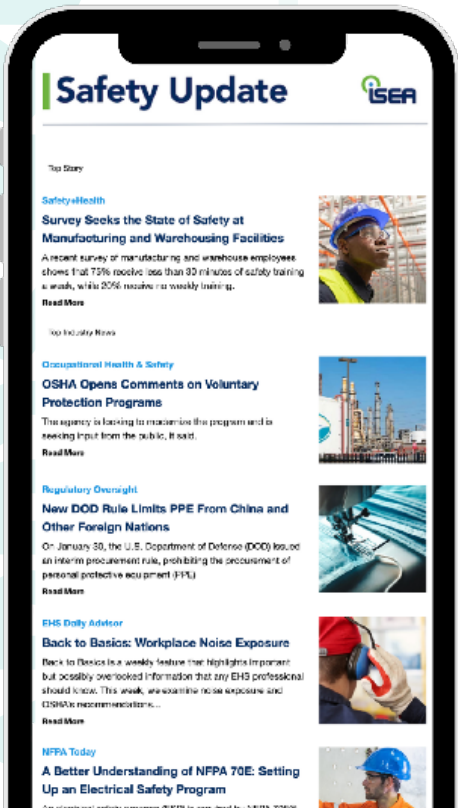
The International Safety Equipment Association (ISEA) is a non-profit trade association representing companies that manufacture and distribute personal protective equipment (PPE). ISEA's members include leading manufacturers of protective equipment, such as 3M, Honeywell, and DuPont. ISEA partnered with rasa.io to save time and resources while learning more about its audience using rasa.io. With its ease of use and efficiency, rasa.io has allowed ISEA to put more resources into other vital areas of the organization.

30% INCREASE IN OPEN RATE

25+ HOURS SAVED PER MONTH

BENEFITS

- Before teaming up with rasa.io, ISEA communication team, which consisted of one person, spent a significant amount of time creating the weekly newsletter from scratch. With rasa.io, the newsletter is automatically curated, formatted, personalized, and sent, saving ISEA 7+ hours a week.
- With the help of rasa.io's AI-powered analytics, ISEA can quickly discover key insights to evaluate which topics are most attractive to develop new, relevant content designed for its audience, ranging from global health and safety, protective equipment, and industry news.
- Although the ISEA's members work in the same field, they all have different content needs. With rasa.io, it transformed ISEA's manually created newsletter into a "smart newsletter" with custom-curated user content for each and every subscriber, leading to a 3x increase in open and click rates before rasa.io.



"Using rasa.io saves me about seven-plus hours a week. That's a full day! I used to spend an hour each day surfing the net looking for industry news and three hours creating, formatting, and testing an email newsletter. Now, most of the articles I use each week are already in the content queue, thanks to the great sources we have set up. On the day it is distributed, I spend thirty minutes to an hour honing the content and inserting banners."



- NICOLE RANDALL
DIRECTOR, MARKETING & EXTERNAL AFFAIRS