

## SUMMARY

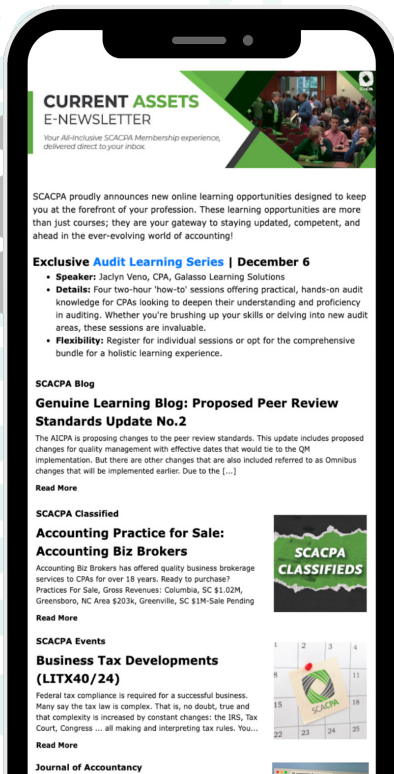
The South Carolina Association of Certified Public Accountants (SCACPA) is a non-profit organization with over 4,000 members that include CPAs, financial professionals, and students. SCACPA provides various services to its members, including educational resources, networking opportunities, and many other career enhancement programs. Like many other CPA societies, they faced challenges related to stagnant membership numbers and better understanding their members' needs. As a result, SCACPA decided to partner with rasa.io to create a hyper-personalized AI newsletter with individually tailored content that is more relevant and engaging for all subscribers.

**65%+**  
UNIQUE  
WEEKLY OPEN  
RATES

## BENEFITS

- Leveraging rasa.io's AI newsletter tool, SCACPA efficiently distributes three distinct newsletters tailored to diverse audiences: one highlighting member benefits, another for students exploring CPA careers, and a third serving as a promotional tool for non-members. Harnessing AI automation, they are able to manage each of these personalized communications with little staff intervention.
  - With rasa.io's API integration, SCACPA is able to seamlessly feed individual subscriber interest data back into their ActiveCampaign and CPA-specific member database. Those insights allow them to improve their engagement scoring, other personalized email campaigns, and the development of new resources & programs for members.
  - The AI-powered newsletter provides members access to relevant resources such as educational, networking, and advocacy resources. As a result, SCACPA has seen a monthly average unique open rate of 65%+ and click-through rates of 20%+; additional traffic to its website; and overall improved audience engagement.

ActiveCampaign >  
**CRM  
INTEGRATION**



*rasa.io's automation not only significantly reduced staff time spent on the newsletter, but also unleashed unprecedented member engagement, transforming our communication strategy. I highly recommend rasa.io to any CPA association looking to advance its member benefits.*



- CHRIS JENKINS  
CEO, SCACPA