

Case Study

rasa. + Biz

NEW ORLEANS

SUMMARY

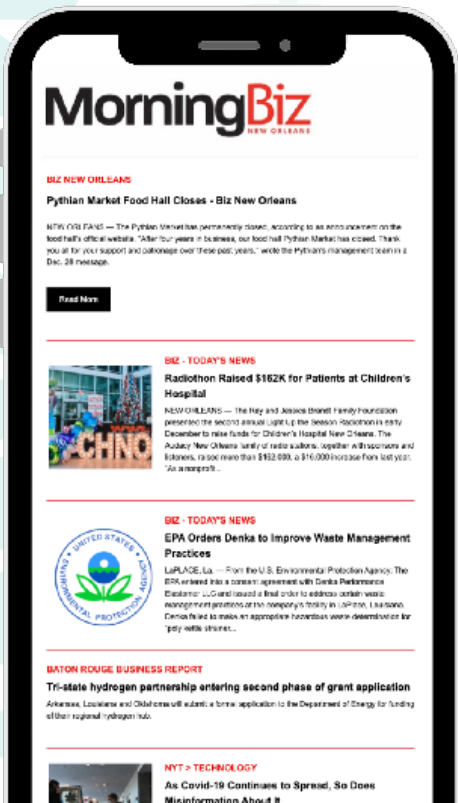
Biz New Orleans is a local publisher that produces original New Orleans business, politics, and entertainment news. They were looking for a way to engage their readers more frequently and increase revenue from advertisers. In other words, as a premier publisher they wanted a way to include intelligently aggregated local, regional, and national articles. They also wanted to find another way to drive traffic to their site in order to continue to attract local on-site advertisers and maintain their reputation as a leading local news website in the city.

BENEFITS

- Transformed their existing newsletter, Morning Biz, into a hyper-personalized, smart newsletter that delivered topics to each subscriber that they actually cared about.
- Increased traffic to their main website by featuring their own daily content in their newsletter. The news source ranked #3 most clicked amongst a total of 68 different, authoritative news outlets.
- Gained valuable insights about their audience such as open rates, trending topics of interest, and many other data points. This opportunity allows Biz New Orleans to develop original content aligned with their audience interests.
- Significantly increased open and click rates. With a weekly unique open rate of 47% and a weekly click rate of close to 10%, these numbers are able to attract potential advertisers.
- Saved hours of time creating their daily newsbriefs. Instead of sending out content manually to each subscriber, they were able to automatically send personalized news from internal and other relevant sources.

10% WEEKLY CLICK THROUGH RATE

NEW EMAIL REVENUE STREAM



"We are able to easily attract advertisers, as well as drive traffic to our website by featuring our own content amongst daily, national, and local business news."

- TODD MATERNE
CEO OF RENAISSANCE PUBLISHING
HEAD OF BIZ NEW ORLEANS