

Case Study

rasa.io

AMA

AMERICAN MARKETING ASSOCIATION

SUMMARY

The American Marketing Association (AMA) is a professional association for marketing professionals with over 40,000 members and serves as a community for marketers, offering training, opportunities, and events to advance the field of marketing. AMA faced the challenge of effectively engaging its vast membership base and prioritizing the visibility of AMA's internal content within each newsletter to ensure maximum engagement. AMA decided to partner with rasa.io to harness their AI solution to create a personalized email curated to each newsletter reader.

BENEFITS

- Following the implementation of rasa.io's AI-driven personalization, AMA's content has risen to become the most engaged-with source in their newsletters, significantly boosting website visits by attracting thousands of new users since the feature's launch.
- With rasa.io's AI insights, AMA's editorial team can now skillfully combines their expert insights with diverse behavioral data, enabling a data-driven approach to curate and plan internal content that resonates with members' interests and trends.
- 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.
- The automation of newsletter personalization allows AMA to efficiently distribute targeted content to its members, saving over 50 hours of time and resources that can be redirected to other value-adding activities.

75+
HOURS
SAVED PER
MONTH

#1
OVERALL
CLICKED SOURCE
NEWSLETTERS

48%
AVERAGE
OPEN RATE



"AI serves as a powerful catalyst for evolution and change in the marketing industry. The rasa.io's newsletter harnesses that power to deliver relevant and meaningful content to our community. The ability to personalize this newsletter for individuals within such a massive audience is invaluable."



- MOLLY SOAT
VP, PROFESSIONAL DEVELOPMENT