

Case Study

# rasa.io + SOCIETY OF ACTUARIES

## SUMMARY

The Society of Actuaries (SOA), established over a century ago, is the world's largest professional organization for actuaries. The SOA's network has a global reach with over 31,000 members spanning more than 100 countries. SOA has consistently positioned actuaries as leaders in risk assessment and management. SOA first partnered with rasa.io for its member newsletter. Recognizing the benefits of the platform's AI functionality, they also decided to move its candidate newsletter and transition a third newsletter to the platform. All moves to rasa.io have led to higher engagement, more relevant content, and improved open rates.

## BENEFITS

- Leveraging the advanced AI capabilities of rasa.io, SOA members now enjoy highly relevant content that is automatically curated and delivered directly to their inboxes. This technology allows SOA to capture and analyze member engagement data effectively, enabling them to refine their content strategy continually and focus on areas that resonate most with their audience.
- The AI-enhanced newsletter empowers SOA with deep insights into the articles and topics that captivate their members, offering a direct line into the preferences of their community. This strategic partnership with rasa.io has not only simplified the internal approval process but has also resulted in robust engagement metrics, with consistent open rates ranging between 48-55%.
- SOA has strengthened its position as a key player in delivering industry-specific content. This approach has enhanced the value of their newsletter's advertising space—promoting both internal initiatives and partner collaborations—but has also solidified their reputation as a critical resource for their members.

55%  
**UNIQUE  
OPEN RATE**

+3  
**UNIQUE  
NEWSLETTERS  
SENT WEEKLY**



*Prior to using rasa.io for our candidate newsletter, we tried different designs and A/B testing to improve our open rates, but they remained steady around 26-32 percent. With rasa.io, our open rates nearly doubled and now remain steady between 48-55 percent."*



- AMY CARPENTER  
COMMUNICATIONS MANAGER, SOA