rasa.io

asae®
The Center for Association Leadership

CASE STUDY

ASAE: The Center for Association Leadership has more than 42,000 members who lead and manage more than 7,300 associations all across the globe.

Associations Now Daily News, ASAE's email newsletter, disseminates industry news, blogs, and thought leadership to nearly **50,000 ASAE members** and other association professionals every day.

AN OPPORTUNITY

ASAE understands that implementing forward-thinking products and practices on an ongoing basis is essential to advance the association profession and maintain the organization's relevance to its community.

ASAE wanted to find a way to increase the value of the daily newsletter and simultaneously learn more about their audience in real time.

Like many organizations, ASAE had previously sent their daily newsletter in a static format to all readers—every recipient received the same, manually-sent email.

> *Gaining a deeper understanding of our members' needs and interests is more important than ever. This is a game changer for ASAE.*
>
> **-JOHN GRAHAM**
> **ASAE FORMER CEO & PRESIDENT**
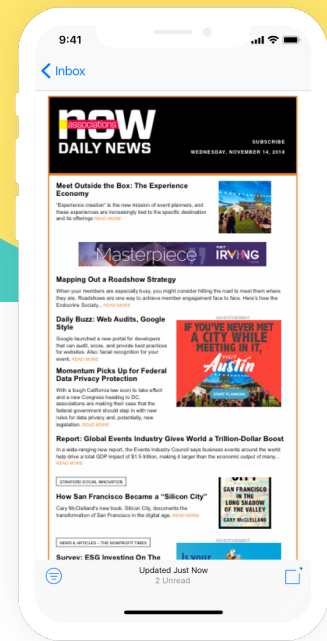
A NEW WAY

ASAE began using rasa.io to personalize the Associations Now email and automate the delivery process with cutting-edge AI. The AI monitors the behavioral patterns of each user and is able to make intelligent predictions about their areas of interest based upon their reading habits and similarities to other groups of users.

Using these insights, the AI then automatically selects articles from ASAE and relevant external sources, generates subject lines, and arranges story placement for each user.

With their new approach, ASAE is sending almost 50,000 unique messages to readers every day.

The rasa.io platform allows ASAE to glean insights on members' areas of interest on a continual basis. Some associations hand-segment their membership based upon self-reported interest profile data. This provides some value, but self-reported, manually-segmented data quickly becomes stale and is limited in dimensionality. ASAE is now able to combine self-reported data with behavioral insights from rasa.io to obtain timely and accurate predictions.

ASAE staff can now login to the rasa.io platform to see trending topics, sources, and articles over any time period in real time. They can also access these insights inside their other technology platforms through API integration.

Over many decades, the marketer's dream has been to get to a 'Segment of One.' We are there now. We are learning about our audience at a rapid pace. Our members have voted with their opens and clicks, and personalized content is the clear winner.

The rasa.io technology is a true innovation for ASAE, the first killer app in AI for associations.

-REGGIE HENRY
ASAE CHIEF INFORMATION & ENGAGEMENT OFFICER

-ROB LEE
ASAE CHIEF MARKETING & COMMUNICATIONS OFFICER

When the AI learns a user's behavior, open and click rates increase dramatically.

Thousands of ASAE users are now opening their emails at unprecedented rates. AI outperforms metrics of traditional static newsletters and gathers insight to deliver targeted content to each user.

34%
UNIQUE DAILY CLICK RATES WITH AI

51%
UNIQUE DAILY OPEN RATES WITH AI

36%
OVERALL UNIQUE WEEKLY OPEN RATE

We're ready when you are.

Get in touch today to amplify engagement and make your newsletter smart
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