



AUSTRALIAN DENTAL  
ASSOCIATION

## CASE STUDY

"We wanted a way to send our members personalized dental news, while ensuring that our own ADA news pieces were effectively distributed and consumed. The personalization has resulted in tremendous engagement: **our average open rate is 68% and our average click rate is 13%**. You just can't obtain those rates without amplified member personalization."

**-DAMIAN MITSCH**

**CEO OF THE AUSTRALIAN DENTAL ASSOCIATION**

### A DENTAL NEWS CHECK UP

The ADA was looking for a way to take its newsletter to the next level. The organization wanted to ensure that it was distributing the most timely and relevant news in the space, along with its own, internally-produced dental news. They worked with rasa.io to identify a list of over 50 sources at the center of worldwide dental authority.

### THE ENGAGEMENT TELLS THE STORY

The ADA started sending weekly dental news to its entire membership, and engagement was strong from the start.

**The Australian Dental Association (ADA)** is the peak national body for the profession in the country. It has branches throughout every state and territory in Australia. Its purpose is to support its members in offering high quality dental healthcare and promote the ethics, art, and science of dentistry. It is an authoritative knowledge source for dental practitioners countrywide.

From the beginning, open rates surpassed the 60% mark, and they have hit over 65% each month since the newsletter's launch.

## INSIGHTS BEYOND THE NUMBERS

The engagement tells a big part of the ADA "Your Dental News" success story, but not all of it. ADA staff can derive insights from the data that they capture from the newsletter platform. They can then use those insights to craft their own content strategy and develop optimal stories for their acclaimed ADA news feed.

## AI-INDUCED EFFICIENCY

A tertiary benefit of ADN's new Smart Newsletter is the content-curation time saved. After the initial content source development, the auto-send platform does not require a significant weekly time commitment from ADN's editors. Instead, they can focus their creative energies on developing the engaging content their members want to read.

**AI-generated, personalized content  
generates above-average email  
engagement.**

**68%**

**SMART NEWSLETTER  
TOTAL OPEN RATE**

**13%**

**SMART NEWSLETTER  
TOTAL CLICK RATE**

**We're ready when you are.**

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

[hello@rasa.io](mailto:hello@rasa.io) • [rasa.io/demo](https://rasa.io/demo)