



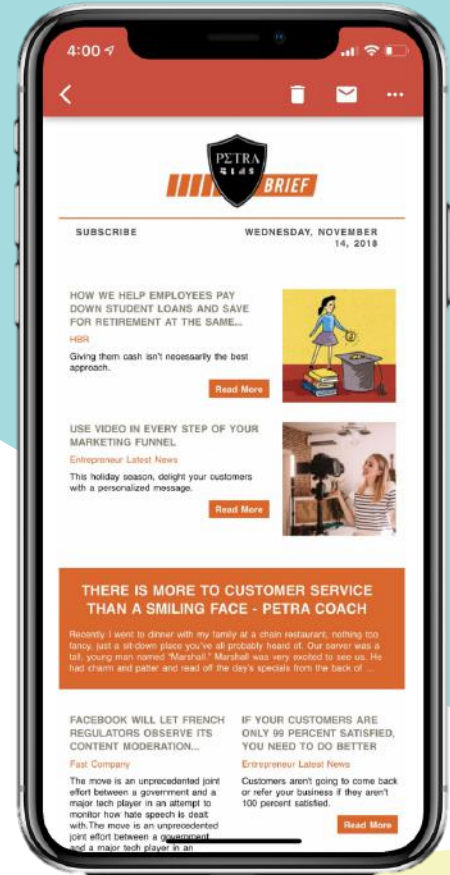
CASE STUDY

Petra helps people and businesses achieve their fullest potential, developing firms with a newfound sense of purpose & instilling passion in their teams.

AN OPPORTUNITY

Petra Coach provides a coaching service for companies interested in improving their growth rate, profitability, valuation, and sustainability. Each certified Petra coach teaches their clients how to implement a culture in which Core Values, Core Purpose, and operating priorities are aligned.

Communication is a key part of Petra's process, so naturally they wanted to engage with their audience in a consistent, meaningful, and relevant way. In order for their daily communication to be as helpful as possible to their audience of business leaders, it had to be personalized. They wanted to distribute content that was heavily focused on business strategy and also relevant to each person's industry, experiences, and interests.



“The engagement rates that we have seen with the rasa.io newsbrief have surpassed our expectations. We are now able to automatically send individualized business news to our members – who represent all different verticals – without having to curate newsletters by hand.

We see open rates that are consistently above 35%, oftentimes surpassing the 40% mark. We love that the rich, relevant information we send our subscribers represents what they want to read and allows them to out-learn the competition.”

-ANDY BAILEY

PETRA COACH FOUNDER & HEAD COACH

A NEW WAY

Petra started working with rasa.io to create a daily newsletter from scratch and to automate it completely using AI. Their newsletter features original content published on their blog as well as relevant business news from trusted 3rd party sources. In addition to being fully automated, Petra wanted to have access to insights about their readers trending areas of interest. These insights would help guide Petra's original content strategy by giving them an edge in knowing what their readers would find most valuable and crafting content to meet the demand.

THE RESULTS

The Petra team can see detailed data about specific articles, sources, and users. Petra now understands the content that its audience is most interested in. Early in their campaign, when their rasa.io analytics showed that "customer service" was a top-5 reading topic, they decided to create a cornerstone piece for their Petra Blog on the critical nature of good customer service to grow a business. As a result, the overall click rate for that day was the highest for the entire month, and that cornerstone customer service piece received far higher than average engagement from Petra members.

rasa.io AI provides invaluable insights that organizations use to craft their own content strategies.

35%

**UNIQUE DAILY CLICK
RATES WITH AI**

55%

**UNIQUE DAILY OPEN
RATES WITH AI**

32%

**OVERALL UNIQUE WEEKLY
OPEN RATE**

We're ready when you are.

Get in touch today to amplify engagement and make your newsletter **smart**.
hello@rasa.io • rasa.io/demo