

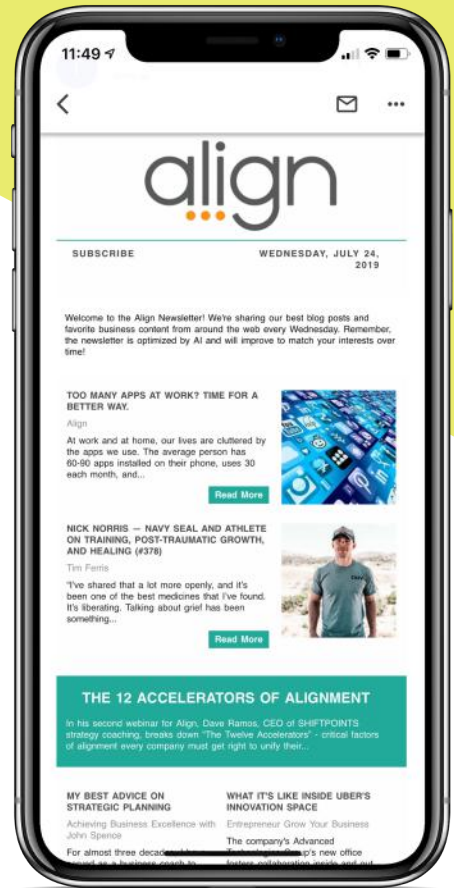


Align is SaaS company whose growth management app supports developing, tracking and measuring your organization's business goals. Align incorporates proven business methodologies around strategic planning, KPI's, efficient communications and streamlines them into an organization's everyday workflows.

GETTING ALIGNED

Align's growth app helps teams achieve their business goals and advance their missions by building a culture focused on transparency, accountability, and strategic execution. The organization was looking for innovative tools that they could incorporate into their marketing stack in order to support their own growth goals.

Align was also looking for an easier way to distribute their original content. Their blog covers a multitude of different topics including business strategy, goal-setting, innovation, and team alignment. Combining their articles with similar business content from outside sources in a weekly newsletter was another way to help guide their customers toward strategic success.



Our Smart Newsletter has given us a great distribution channel for our blog and promotional content, and the engagement rates are higher than when we send our content as a stand-alone email. The result has been an increase in traffic for blog content and webinar registrations.

**-RENEE BIGELOW
ALIGN VP OF MARKETING**

We incorporated the newsletter into our lead nurture cycle and win-back campaigns and have had success with conversions from this channel. The rasa.io platform is easy to use. We were able to leverage their automation tools in order to get our newsletter up and running without spending countless hours implementing new processes.

-DOUG WALNER
ALIGN CEO

LEAD GENERATION

In addition to providing valuable news to their existing customers, Align began using their newsletter as a top-of-the-funnel tool for informing prospects. As a result of their Smart Newsletter automatically fusing in and disseminating their blog content to prospects, they experienced increases in web traffic, webinar sign-ups, and brand awareness.

AUTOMATING THE PROCESS

Introducing a new form of marketing can take a lot of organizational bandwidth, but the Smart Newsletter automation significantly curbed the work that would normally go into hand-crafting and curating email communications. The Align staff is now able to use that time to focus on additional marketing strategies.

37.5%
MONTHLY SUBSCRIBER
OPEN RATE

8.3%
MONTHLY SUBSCRIBER
CLICK 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