

# threadloom newsletter

[TalkBass.com](http://TalkBass.com) increased traffic by 16% with Threadloom Newsletter



“ We always knew newsletters were crucial but never had time, and auto-generated newsletters were risky at best. Threadloom Newsletter excels at picking engaging content, and Curation Assistant produces an awesome newsletter week after week.

- Paul Determan, [TalkBass.com](http://TalkBass.com) owner

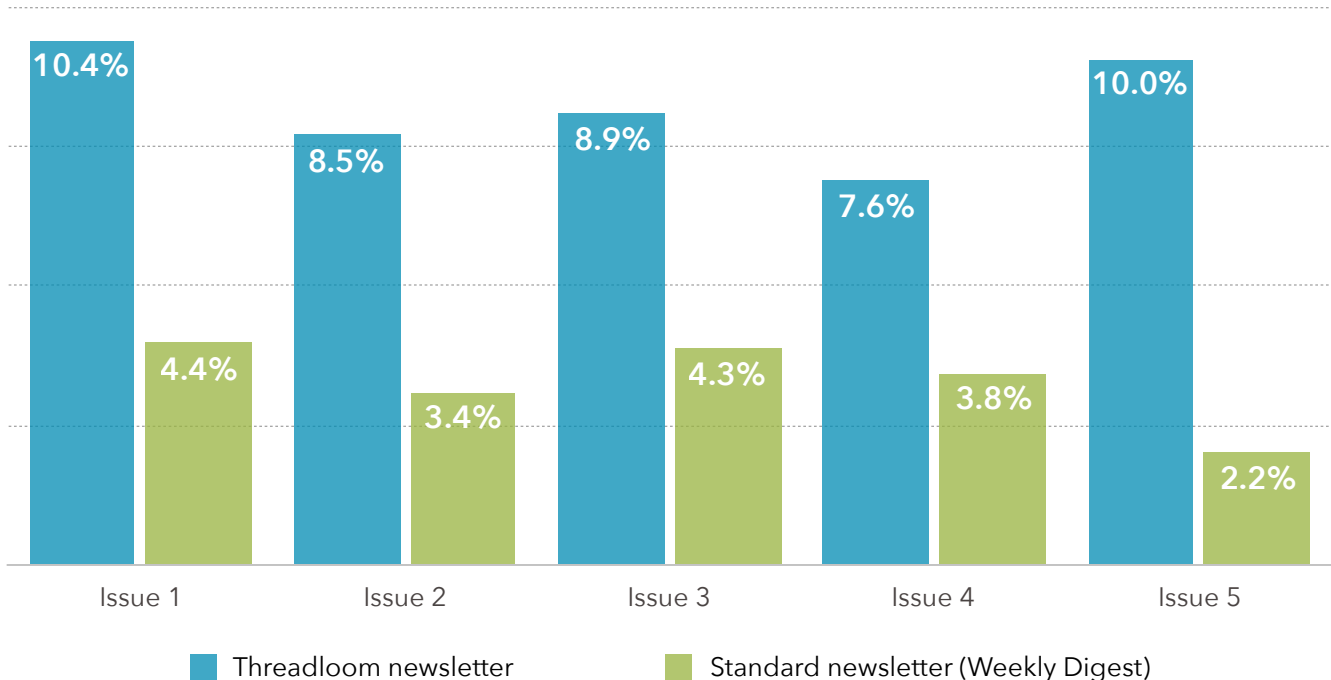
After 6 weeks of using Threadloom Newsletter to reach out to its 200,000 members, [TalkBass.com](http://TalkBass.com) saw the following improvements over their standard newsletter:

- **25-40% higher open rates**
- **4x-8x increase in click rates**

In addition, on issue dates, **Threadloom Newsletter increased traffic to [TalkBass.com](http://TalkBass.com) by up to 16%** - nearly entirely from incremental/new sessions.

Because of Threadloom’s **fully-integrated platform, machine learning pipeline**, and **Curation Assistant**, [TalkBass.com](http://TalkBass.com) was able to get started in minutes and finalizes each issue in just **5 minutes per week**.

TalkBass.com email newsletter click rates for active members



## Increase traffic with painless, high-quality automated emails.

### Easy Autopilot mode

Curation Assistant recommends the most engaging content on your site. Use Copilot to review and finalize content, or use Autopilot to automate the entire process end-to-end.

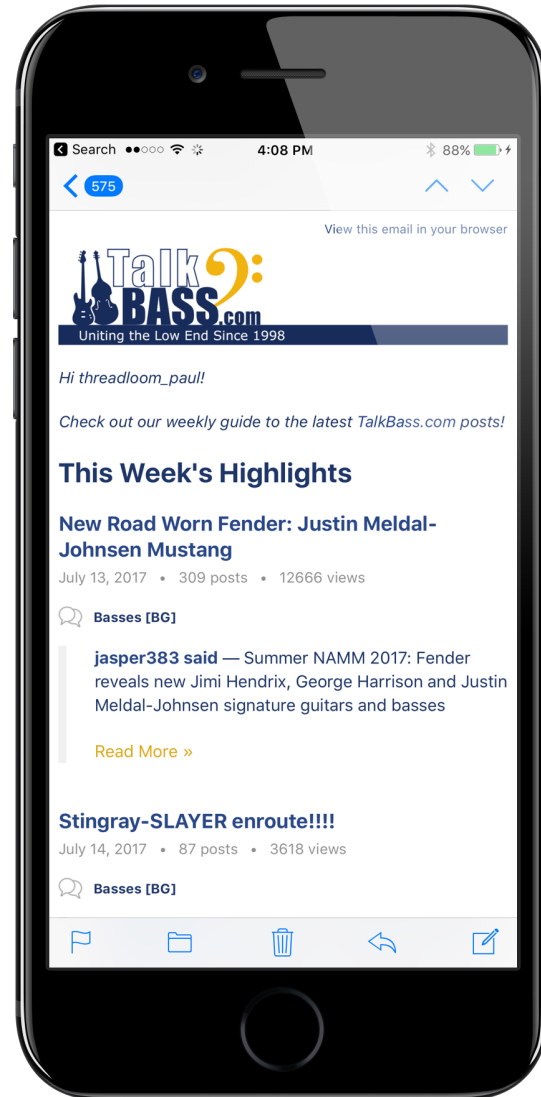
### Smart machine learning

Threadloom Newsletter uses machine learning to select your best content and drive higher open and click-through rates.

### Cost-effective

Low all-in-one pricing – just one plug-in. Save time and stop paying for extra hosting, licensing, or contractor fees.

Available now for [vBulletin 3](#), [vBulletin 4](#), and [XenForo](#)



Threadloom Newsletter is the first full-service newsletter platform for vBulletin and XenForo. It uses machine learning to find your best content, and send out beautiful, engaging email newsletters. Features include:

- **Fully-integrated platform** to save time - no need to set up an email provider or host software
- **Autopilot and Copilot modes** to fully or partially automate the newsletter process
- **Curation Assistant** to optionally finalize your content
- **Segmentation** to optimize click rates
- **Server offloading and auto-scaling** to reduce server costs

In addition, Threadloom Newsletter is [fully Acid-tested](#) for mobile and desktop email clients. Contact a Threadloom team member to learn more and to get started.