

Povo.com

Povo is an ever-expanding block by block encyclopedia of knowledge on Boston where both content and functionality is editable by users. It is a new kind of open-source local guide that provides a platform for locals to share knowledge about anything and everything that makes their city unique.

Objective

Povo.com needed a geo-targeted and cost-effective way to support the initial launch in the Boston area. They needed a way to target prospects who would be most likely to use the site while keeping costs low for both creative development and media spend. Since this was part of Povo's initial launch, they were also looking for quick and measurable ways to test the effectiveness of alternative messaging.

Solution

Povo.com created a series of campaigns and creative executions that included messaging related to both the overall brand and specific events and promotions. This enabled the start up to test and measure the real-world impact of alternative marketing approaches. The platform's flexibility allowed Povo.com to adjust ads on a daily basis to optimize CPC, resulting in a significant amount of quality traffic.

Results

Facebook enabled Povo.com to reach its target audience quickly and efficiently, and also provided valuable information that helped guide the company's ongoing marketing activities.

“We improved our marketing efficiency by applying what we learned on Facebook to our other ongoing marketing activities.”

— Eric Wanta, CMO

- Drove thousands of new visitors to the site and exposed a large local audience to the company's messaging.
- Generated the lowest CPCs of all Povo.com display advertising activities.
- Provided a flexible platform to test alternative marketing campaigns.
- Enabled Povo.com to save money by learning what creative worked best and applying this knowledge to other online and offline marketing efforts.

