TRENDING

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METRO LOS ANGELES



PROVOCATIVE STAT

2-6%

PEOPLE WHO LIKE YOUR FACEBOOK PAGE THAT SEE YOUR POSTS

HOW METRO DOES DIGITAL...

OUR RECIPE

+ GOAL DRIVEN
+ RESEARCH BASED
+ REMARKABLE CONTENT
+ MEASURE, ADAPT, OPTIMIZE
+ CONTINUOUSLY IMPROVE

GOAL FOCUSED

+ INCREASE RIDERSHIP + IMPROVE CUSTOMER EXPERIENCE + BUILD SUPPORT

SECRET: FACEBOOK PIXEL

+ CUSTOM AUDIENCES + OPTIMIZED PERFORMANCE + ROI

GOAL: RIDERSHIP

TARGET: PEOPLE WHO "LOOK LIKE" METRO BIKE SHARE PASSHOLDERS + LIVE OR CURRENTLY IN DTLA

SUCCESS: PASS CONVERSIONS

15%
INCREASE IN
BIKE SHARE
PASSHOLDERS

40%
MONTH/MONTH
RETENSION RATE

GOAL: IMPROVE CX

TARGETS: METRO LIKELY RIDERS, LIKELY RIDER LOOKALIKES, NON-LIKELY RIDERS

SUCCESS: COMPLETED SURVEYS

\$25
PER COMPLETED
ON-BOARD

33¢
PER COMPLETED FACEBOOK

10,000 COMPLETED SURVEYS IN THREE DAYS

GOAL: METRO AGENDA

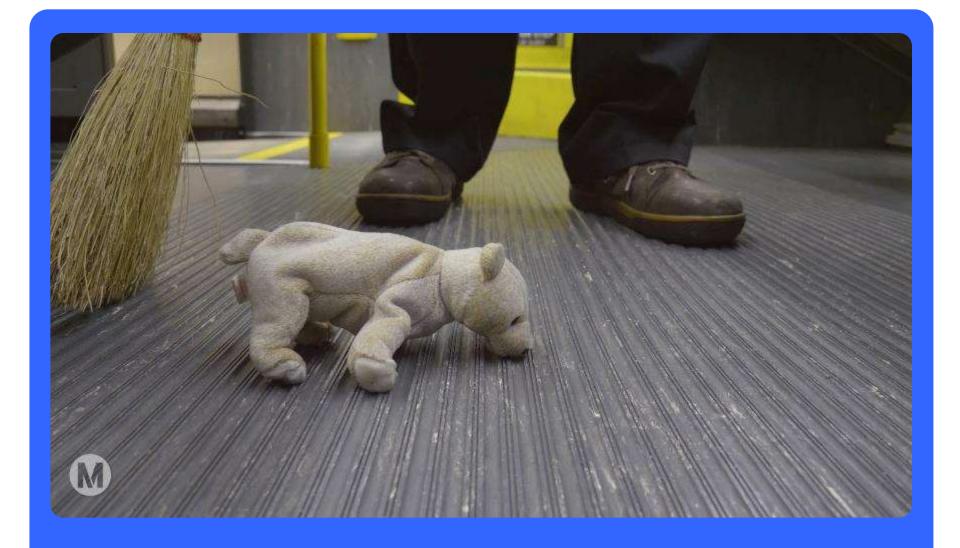
TARGET: LIVE WITHIN 1 MILE OF RAIL TO RIVER PROJECT + READ A BLOG POST ABOUT PROJECT

SUCCESS: EVENT ATTENDANCE

\$450
POSTCARD: PER
EVENT ATTENDEE

\$6.66
FACEBOOK: PER EVENT ATTENDEE

582% INCREASE IN EVENT ATTENDANCE



DODGERS!



SAFETYVILLE



SUPER KIND

THANKS!