

TRENDING

JOHN GORDON
DIRECTOR OF DIGITAL + SOCIAL + MARKETING RESEARCH
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



M

DODGERS!

STAY BEHIND YELLOW LINE



SAFETYVILLE



SUPER KIND

THANKS!