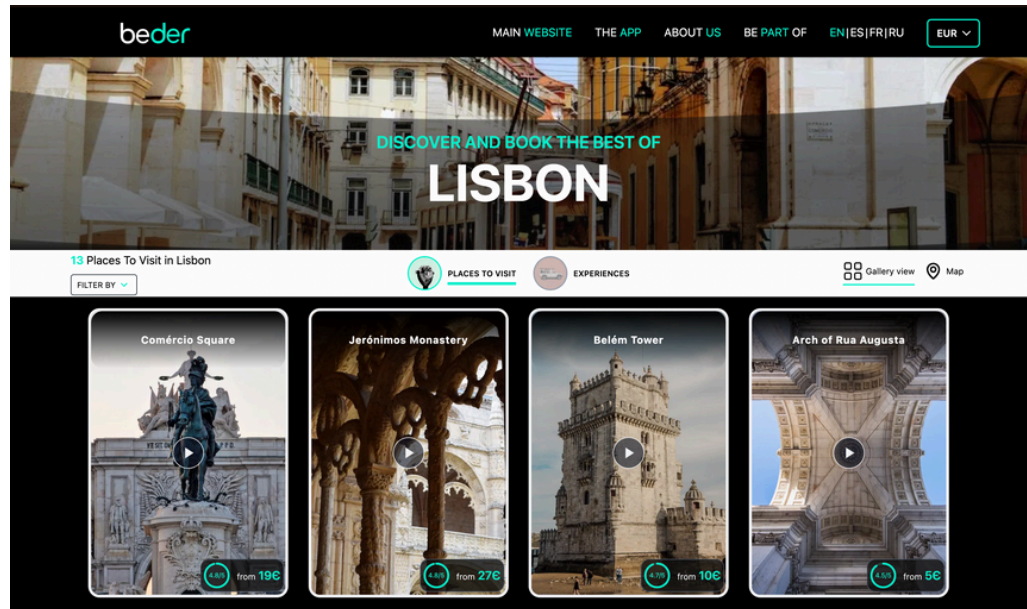# beder

Alex Kovalishin (APR - MAY, 23)

Introduction

In early 2023, Beder was looking to expand into Portugal's fast-growing tourism market while addressing inconsistencies in its city launch process. I was tasked with leading the Lisbon portal — from strategy to delivery — with a focus on building structure, aligning teams, and improving performance.

On a personal level, it became one of the projects that made me appreciate how structure and adaptability can genuinely work together

Lisbon City Portal Launch

Company Overview

Beder provides curated city recommendations for travelers seeking authentic local experiences. The platform combines expert insights with user-friendly navigation to help visitors discover the best each city has to offer beyond typical tourist attractions.

CHALLENGES

Limited Market Reach
Existing city coverage wasn't capturing the growing Potuegese tourism market

Inefficient Content Workflow
Previous city launches lacked structured methodology, resulting in inconsistent quality

User Engagement Issues
Earlier city portals showed lower-than-expected session duration and CVR

ACTIONS

- Conducted stakeholder interviews
- Developed content taxonomy
- Implemented multivariate A/B tests
- Mapped out an agile workflow for future launches to follow

RESULTS

Unique Visitors Growth
400% surge in traffic and fold increase in UVs post launch, sustained at 2x over the following month

Increased User Engagement
A rise in Audience Retention Rate and time spent across the platform, with a particular 190% spike on the Lisbon section

Revenue Lift
Company revenue for the month of May was record high in the company history, almost tripling set KPIs

CONCLUSION

The Lisbon portal became Beder's top-performing destination within 30 days, driving traffic and revenue growth during a critical pre-investment phase. The new approach and stakeholder-driven content framework proved vital to securing investor confidence during the series B round, and was later adapted for New York City's launch, following in Lisbon's footsteps of success.

Personal note

Beyond a stronger foundation in project management, this project gave me a clearer sense of how a well-structured approach can make work truly rewarding—both in results and in the process itself.