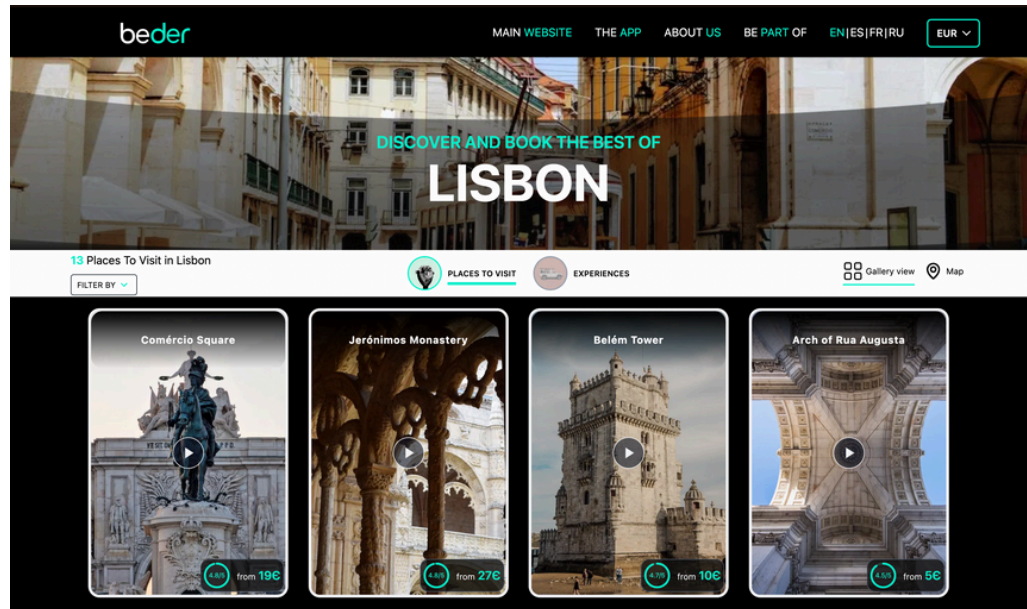


## Introduction

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 Portuguese tourism market

#### Content development inefficiency

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

#### UV 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.