RESULTS

• In less than a year the number of accesses generated by enkontra.com already represents 38% of the total access (growth of 180%) when comparing the years of 2014 and 2015 according to Comscore;
• Total of more than 30,000 offers in the website, including houses, cars, job openings and services registered and updated daily;
• Definition of new market niches (real estate launches and services) attracting 240 new advertisers and increasing product revenue by 19%;
• Today Enkontra.com represents 20% of all the revenue of the Gazeta do Povo Group, having registered a 15% increase in a single year;
• More than 3 million monthly page views with more than 300,000 monthly unique visitors and more than 2 million monthly searches, generating more than 530,000 buyers per week, representing a 45% growth when comparing 2014 and 2015;
• Third brand of classified ads in Paraná with a 6.5% market share;
• More than 100,000 app downloads in a year;
• 225% growth in generating sales leads to our advertisers and a the rescue of one the biggest car retail advertisers with the new multiplatform solution.;
• 67% Satisfaction rate based on a survey conducted in the advertising market.

CHALLENGE

How can our new want ads platform develop, survive and conquer more space in the market to compete with global online players?

STRATEGY

• We revamped the classified ads in every newspaper from the Gazeta do Povo group GRPCOM to compete with global players such as Mercado Livre, OLX, Schibsted, all want ads websites
• The launch of the encontra.com website was supported by a big advertising campaign starring Eri Johnson, a very recognized comedian in Brazil, in order to match the bigger players.
• Besides that, we also used sponsored links in order to better position enkontra.com among the other major want ad websites.
• After a year of reinventing our classified ads, we conquered and enhanced our share, creating new opportunities for both buyers and sellers.

SCENARIO

There is a generation that has never looked for anything in the want ads of a printed Newspaper, simply already used to the convenience and ease of the Internet.

For this reason, a year ago we launched enkontra.com, a multiplatform of services that was born digital, with great volume of ads and that has been consolidating as an important market player in the sate of PR, the state with the fifth largest buying potential in Brazil.