

Brazil Localized Influencer Experience

Research and data indicated Brazilian visitors wanted an experience that was simple, short, and shareable. I helped to create the following experience with engineers, local marketers and headquarters marketing/IP.

[Link](#) to Experience

Visitors can enter their surname to find out if any of the countries of where their surname is from are in common with the heritage countries of this soccer player.

They can customize a shareable with their results and then share it to their social channels. If they are interested in learning more about FamilySearch, they can click on a link that takes them to a landing page with beginner family history links for Brazil.

Shareable Example



Facebook Paid Ad

Dates: 11/06/20-11/16/20

Budget: \$1,000

Unique Visitors: ~10,000

Clicks: 23,000

Cost Per Click: \$0.04