

Fulfillment Case Examples

1995 – [Autopedia](#) - The Automotive Encyclopedia, was the [first free online encyclopedia](#) and winner of Yahoo Internet Life's 1998 4-star (highest) award for automotive lemon laws. The other top five 4-star winners were "Consumer Reports," "Edmund's Automotive Buyer's Guides," Microsoft's "Car Point," and "Car and Driver Magazine." Autopedia was included in more than 100 books, including college textbooks, consumer guides, the Judge Advocate General's Corps and finally, inclusion in Transformer comic books. All of Autopedia, including the graphics, programming, editorial content, the research on lemon laws throughout the USA – was **created by 1 person**, part-time, late at night in his living room.

1999 – [Investopedia](#) was **created by 2 college students** at the University of Alberta, in Edmonton, Canada, who wanted to "explain the complex world of finance in everyday language." Investopedia was sold to Forbes in 2007 for an undisclosed sum. Forbes sold it in 2010 to ValueClick for \$42 million, and in 2013 ValueClick sold it (with other properties) to IAC for \$80 million.

2001 – [Wikipedia](#) - The Free Encyclopedia, is known throughout the world and is the 6-7th largest site on the Internet with [billions \(6.7B\)](#) of monthly visits, millions of articles, including tens of millions of pages in just the English version. Wikipedia is non-profit, **created by thousands of volunteer editors**, does no advertising, is not considered a credible source by schools and universities and itself specifically states on its pages that, "Wikipedia is not a reliable source." Imagine any website, much less an "encyclopedia" website, where schools and colleges tell students that the content is not considered credible and the website itself is stating the same thing. And still the [people keep coming by the billions](#).

In all "Pedia Effect" use cases the model is exactly the same – a "pedia brand (expectation) + evergreen content (fulfillment) + ads" (for profits) or "+ donations" (for non-profits). And since 2001 there have been many "Pedias" utilizing the same model and in every case the "Pedia Effect" generates powerful ITPHA brand heuristics that consumers perceive as authentic, credible, and trustworthy, regardless of whether the content (fulfillment) is created by - one person, two college students, or thousands of volunteer contributors, and regardless of what the creators or anyone else has to say about the credibility or reliability of the content. People overwhelmingly believe what's in a "pedia."

The "Pedia Effect's" [combination of behavioral cognitive biases and heuristics](#) is the only logical explanation for the durable credibility, authenticity, and trust that people perceive of the content in every "pedia" despite any and all warnings.

The value of such perceptions in an academic non-profit is immense (Wikipedia), but the value of these perceptions applied in a commercial for-profit enterprise are beyond measure - adding credibility to all past, present, and future marketing efforts, increasing returns from all past marketing – and creating a powerful “point-of-need” (PON) marketing platform with a direct connection to consumers intentionally seeking the information – a “commercial Wikipedia.”