



Competitive Analysis

Competitor	Wattpad.
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Tier (1-3)	Tier 1

Competitor profile

Company mission	Empowering storytellers worldwide to share their creativity and connect with a global audience.
Key objectives	Attracting more users globally, engage them with diverse and quality content, and support writers to succeed. They aim to build a strong community, make money fairly, innovate their platform, expand globally, and strengthen their brand.
Capabilities	Reading and publishing original written fiction and connecting with fellow writers and readers.
Company size	201-500 employees.
Revenue	\$50.3 million.

Our competitive advantage

- **Key differentiators:**e.g., Powerful features for highly technical users

Target market & market share

	Competitor	Your company	Commentary
Target market	Writers and readers, especially teenagers and young adults, who enjoy creative storytelling online.	Writers and readers, especially teenagers and young adults, who enjoy creative storytelling online.	
Verticals	Publishing stories that help improve both the writer and reader experience, by	Participating in the reading and publishing of stories, fostering a space for	

	branding them through clearly defined categories.	collaborative writing, and enabling real-time chat.	
Market share	5.14%	Still under constructing.	

Product offering

	Competitor	Your company	Commentary		
Product overview	<p>Wattpad is a vibrant online platform where users can discover, share, and create stories across various genres. With millions of stories available, Wattpad offers a diverse range of content for readers and writers alike. Its user-friendly interface and active community make it a go-to destination for those passionate about storytelling.</p>	<p>Scriptoria is an online book services platform that allows users to create, share, read and collaborate with a diverse genre, community and stories. Dive into a world where imagination knows no bounds, with a vast array of stories waiting to be discovered. Whether you're into romance, fantasy, or mystery, Scriptoria offers something for everyone.</p> <p>we also have a "Real-Time Chat" feature. This makes it easier for our users to communicate with each other through our platform.</p> <p>And our Best feature is the "Collaborative Writing". It lets you and the person you choose write</p>			

		collaboratively your own original stories.			
Positioning/ Category	Digital Books and Literature.	Online Book Services.			
Pricing	Free and paid coins to read some stories available.	Free and paid stories available.			
Core feature comparison					
Reading & Writing Stories	✓	✓			
Real-Time chat	✗	✓			
Collaborative Writing	✗	✓			

Marketing Strategies

Fill in the table below with information about the tools your competitor is using and how they're using them. Include specific details, such as the number of related properties, quality, and target audience.

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	Competitor	Your company	Notes and Links
Overall strategy	Fostering creativity, building community, facilitating content discovery, enabling monetization opportunities, forging strategic partnerships, and investing in technology-driven innovation to maintain its position as a leading destination for storytellers and readers worldwide.	Collaborating with companies to write their success story, building our diverse community, writing our original new stories.	
Website	Wattpad	Scriptoria.com	
Blog/Content	wattpad is a platform for creating, sharing and reading diverse stories. And chatting feature.	a platform for creating, sharing and reading diverse stories. And features include real-time	

		chat and collaborative writing	
Social presence	Strong	Still under constructing.	
SEO	involves optimizing the visibility of stories on search engines. This can be achieved by using relevant keywords in the story's title, tags, and description.	involves optimizing the visibility of stories on search engines. This can be achieved by using relevant keywords in the story's title, categories, and description.	
Online advertising	social media and engaging with wattpad audience.	social media accounts and collaborating with influencers.	
Offline advertising	print advertising, event sponsorships, and collaborations with educational libraries.	visiting events like "Comic con", collaborating with content creating companies.	
Videos and webinars			
Major events	WattCon, The Watty Awards.	Scriptorium.	
Customer resources			
Customer review listings			
Press releases and mentions			
Customer engagement			
Social proof (customer logos)			
Partnerships and investments	Entertainment companies, wattpad brand originlas.	Content creating companies, famous writers and influncers.	

SWOT analysis

List your product or company's strengths, weaknesses, opportunities, and threats in the table below

Strengths	Opportunities
<ul style="list-style-type: none"> • Sociable Enviroment • Diverse Content • Collaborative Work 	<ul style="list-style-type: none"> • Expansion into New Markets • Media Partnerships • Monetization Strategies

Weaknesses	Threats
<ul style="list-style-type: none">• Dependence on User Engagement• Copyrights	<ul style="list-style-type: none">• Competition• Changing Trends