Udacity
Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Objective: Dropbox Business

Dropbox Business:

Dropbox Business offers powerful storage, sharing, and collaboration tools, helps business team organize, get in sync, and stay focused on the most important work. Dropbox Business has three plans: Professional individuals, Standard package for Team, Advanced package for Team.

Marketing Goal:

Increase sales of Dropbox Business Advanced users by 10% above this quarter than the previous quarter.

Business Story: Dropbox Business

What relevant actionable segments exists?

- Professional individual who needs workflow storage.
- Company who needs more storage.
- Starter ups who wants economic storage choice.

Which ones should we pursue and why?

- I would choose the companies who need more storage and convenience as my target. Because with limited resource, I think Advanced Business package would be the most attractive to this group.

Customer Story

Where is our target audience?

- Facebook and Instagram users.

Where is our effort?

- Currently, we are advertising on Google, Facebook and other social media for promotions.

How effective is our effort?

- So far our Advanced Business subscribers has yield only increase of 3% in previous quarter.

Where should we focus changes?

- We should focus on encourage user conversion from Standard to Advanced, with special offer that in align with our monetization strategy.

What should we do, now or later?

- We should marketing the existing standard users, providing special offers about Advanced package.

Testing and Learning Plan
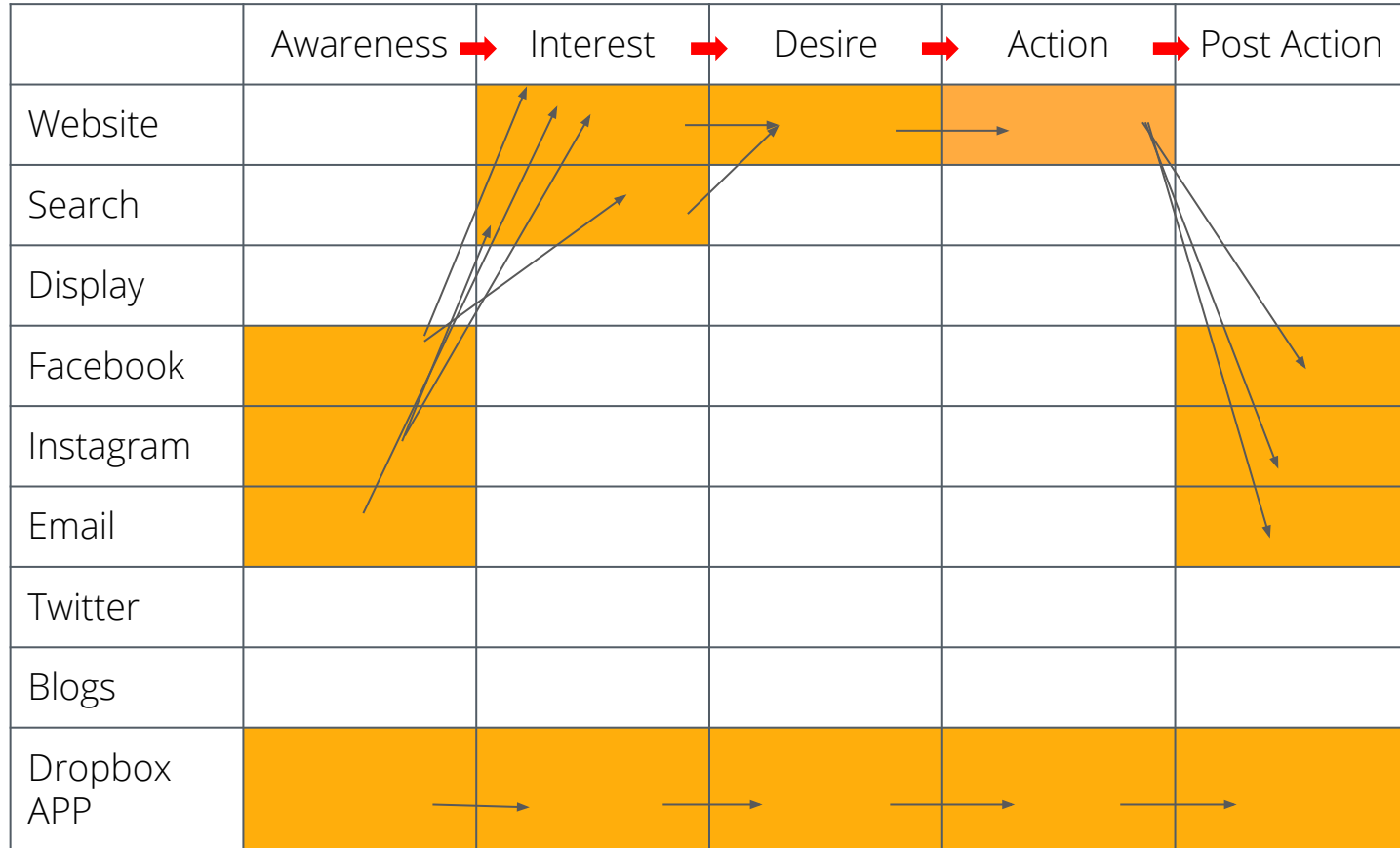
What should we study further?

- First we should look at metrics at previous year, such as CTR, conversion, and retention rate, to see if there are areas we can improve.
- Second, we can check recent performance of our marketing campaign to evaluate their performance and possible adjustments.
- Third, we can propose several suggestions to conduct experiments.

What should we try?

- We should create more attractive marketing emails or online ads to increase more traffic to our Advanced version.
- Increase referral bonus to drive more traffic.

Purchase Process

Channels	Awareness ➡	Interest ➡	Desire ➡	Action ➡	Post Action
Website					
Search					
Display					
Facebook					
Instagram					
Email					
Twitter					
Blogs					
Dropbox APP					

Testing and Learning Plan

What analysis and data do we need?

- We should constantly monitoring important metrics at customer journey.

Awareness:

- Email open rate, impressions on Facebook and other social media.

Interest:

- Click through rate, Time on site, Inbound traffic.

Testing and Learning Plan

Desire:

- Sessions, Repeat visits, Click 'Try free for 30 days'.

Action:

- Check out with 'Purchase Now' , Customer Retention rate.

Post Action:

- Engagement of Dropbox, Referral to others, Customer Reviews