



detikcom

FREEMIUM BENCHMARKING DOCUMENT

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BENCHMARKING PROCESS

PLANNING

Ultimate Goal	Deliver Freemium Detik.com project and increase retention rate at the end of 2021.
Existing Platform in the market (Target of benchmarking)	1. Tempo 2. Kompas Group (Kompas.id) 3. HBR
Object to be reviewed	Android Application (Credibook, Bukuwarung, Bukukas)
Device (to install the application)	Huawei Nova 5T (Android 10)
Research date	18 October 2020


BENCHMARKING PROCESS

Collection of Information

			
Released on	5 May 2018	16 June 2017	6 September 2010
Latest Version	1.1.67	1.2	6.1.6
APK Rating (on Google Playstore)	1.7 [from 13K reviewers]	4.0 [from 2k reviewers]	2.7 [from 274K reviewers]
Downloads	100K++	100K++	10M++

BENCHMARKING PROCESS

Collection of Information

	TEMPO.CO	 KOMPAS <small>AMANAT HATI NURANI RAKYAT</small>	detikcom
Revenue Approach	Freemium Application	Premium Application (Separate with Kompas.com)	Advertising
Features on Paid Product	<ol style="list-style-type: none">1. Article2. Interactive info graphics3. Photos and videos	<ol style="list-style-type: none">1. Epaper of Kompas2. Rekomendasi Berita3. Pilihan berita4. Text to speech5. Baca nanti	None