

DropSite — Full Product PRD

Version 1.0 (Strategic Spec)

Product Type: SaaS – Music Release Marketing Platform

1. Product Vision

DropSite is a release marketing and fan growth platform for independent artists and labels.

It enables users to:

- Create professional release landing pages
- Capture and manage fan data
- Track engagement and conversion
- Automate fan communication
- Analyze performance across campaigns

2. User Roles

2.1 Artist (Primary)

- Creates releases
- Manages landing pages
- Captures fans
- Sends campaigns
- Builds automations

2.2 Label / Manager

- Manages multiple artists
- Access to aggregated dashboards
- Shared CRM and segmentation
- Role-based permissions

2.3 Team Member

- Limited permissions (editor/viewer)

2.4 Platform Admin (Internal)

- Manage users

- Moderate abuse
- View system analytics
- Suspend accounts

3. Core Product Modules

MODULE A — Authentication & Account System

Features:

- User signup (email + password)
- OAuth login (Google, Apple)
- Email verification
- Password reset
- Two-factor authentication (future)
- User profile: name, avatar, timezone, country
- Organization model (artist/label)
- Role management: Owner, Admin, Editor, Viewer

MODULE B — Release Landing Page Builder

B1. Release Management

- Create release (title, subtitle, release date, cover image, description, streaming links)
- Slug-based URL: /r/[slug]
- Draft / Published status
- Duplicate release
- Archive release

B2. Page Builder

- Theme templates
- Section-based editor (Hero, Tracklist, Streaming Links, Video embed, Bio, Gallery, Tour dates, Email capture)
- Customization (fonts, colors, buttons, backgrounds)
- Mobile preview
- SEO meta fields

B3. Custom Domains

- Connect custom domain

- SSL auto provisioning
- DNS instructions
- Domain verification
- Subdomain support

B4. Theme Marketplace (Future)

- Premium themes
- Install theme
- Version control
- Creator revenue share
- Theme updates

MODULE C — Fan Capture & CRM (V1)

C1. Email Capture System

- Enable per release
- Custom CTA text
- Email + name fields
- GDPR consent checkbox
- Double opt-in option
- CAPTCHA
- Success message customization

C2. Fan Database

Fan Fields:

- Email (unique per organization)
- Name
- Country
- Source release
- Tags
- Engagement score
- Created at
- Last activity at

Capabilities:

- Search, filter, export CSV

- Bulk tag assignment
- Delete contact
- Merge duplicates

C3. Tags & Segments

- Manual tags
- Auto tags
- Dynamic segments
- Segment builder with AND/OR logic
- Segment preview count
- Segment save & reuse

C4. Fan Profile View

- Contact info
- Source release
- Engagement score
- Tags
- Activity timeline
- Email campaign history
- Link click history

C5. Email Campaigns

- Campaign builder (subject, rich text editor, CTA button, images)
- Preview + test email
- Send immediately or scheduled
- Send to all, segment, or tag
- Tracking: delivered, opened, clicked, bounced, unsubscribed

C6. CRM Analytics Dashboard

- Total contacts
- Growth rate
- Top performing releases
- Open/click rates
- Engagement breakdown
- Geographic breakdown

MODULE D — Automation Engine (V2)

D1. Automation Builder

Triggers:

- Fan subscribes
- Fan clicks link
- Pre-save action
- Release published
- Release date reached
- Fan inactive X days
- Tag added
- Email opened

Conditions:

- Has tag
- Country
- Engagement score threshold
- Subscribed from release X
- Clicked specific link

Actions:

- Send email
- Apply/remove tag
- Wait delay
- Webhook call
- SMS send (future)

D2. Templates

- Release welcome flow
- Pre-save campaign flow
- Inactive fan reactivation
- Tour announcement flow
- Superfan nurturing flow

D3. Automation Logs

- Trigger timestamp
- Fan progression

- Step status
- Failure reasons
- Retry logs

D4. Fan Scoring

Inputs:

- Page visits
- Email opens/clicks
- Streaming clicks
- Pre-save
- Repeat engagement

Tiers:

- Casual, Listener, Fan, Superfan

MODULE E — Analytics & Attribution

E1. Event Tracking

Track: page views, streaming clicks, email opens/clicks, pre-saves, campaign visits

E2. Attribution

- Campaign ID tagging
- UTM generation
- Last-touch attribution
- Platform-level conversion metrics

E3. Release Dashboard

- Page views
- CTR
- Top streaming platform
- Email signups
- Conversion rate

E4. Global Dashboard

- Active releases
- Engagement trends
- Geographies
- Platform click distribution

MODULE F — Label & Multi-Artist Support

- Create artists under label
- Assign managers
- Separate CRM per artist
- Optional shared CRM pool
- Permission model
- Aggregated analytics

MODULE G — Payments & Subscription System

- Stripe integration
- Tier enforcement
- Upgrade/downgrade
- Billing history
- Usage caps
- Feature gating (contacts, sends, automations, seats)

MODULE H — Infrastructure & Backend Requirements

- PostgreSQL schema (users, orgs, releases, fans, tags, segments, campaigns, events, automations)
- Queue system (automation + email)
- Retry + idempotency
- Deliverability & compliance (unsubscribe, GDPR, CAN-SPAM, abuse detection)

MODULE I — Admin Panel (Internal)

- View/suspend users
- Reset limits
- Monitor bounce rates/complaints
- Platform metrics dashboard

MODULE J — Future Expansion

- SMS marketing (Twilio)
- AI suggestions (email copy, segmentation)
- Integrations (Spotify, Apple Music, Zapier, webhooks)

- Mobile app with push notifications

4. Non-Functional Requirements

- Page load < 1.5s
- API response < 300ms avg
- 99.9% uptime
- Horizontal scalability
- Encryption at rest
- RBAC
- Audit logs
- Daily backups

5. Core Strategic Moat

The defensible layer is:

- Fan data ownership
- Engagement tracking
- Release attribution
- Automation tied to music lifecycle

Landing pages are acquisition surface.

CRM + Automation is retention + moat.