![Dropbox](Dropbox logo)

# ABOUT US

**Dropbox** is a modern workspace designed to reduce busy work, so you can focus on the things that matter.

**Dropbox** is a cloud storage service that helps you to save files online and sync them to your devices. Moreover, you can use **Dropbox** links to share files and folders with other people without sending them as large attachments. **Dropbox** is accessible via the web or in apps that can be easily used on Mac, Windows, and mobile devices, both iOS and Android. Every version of **Dropbox** is securely encrypted with 256-bit AES.
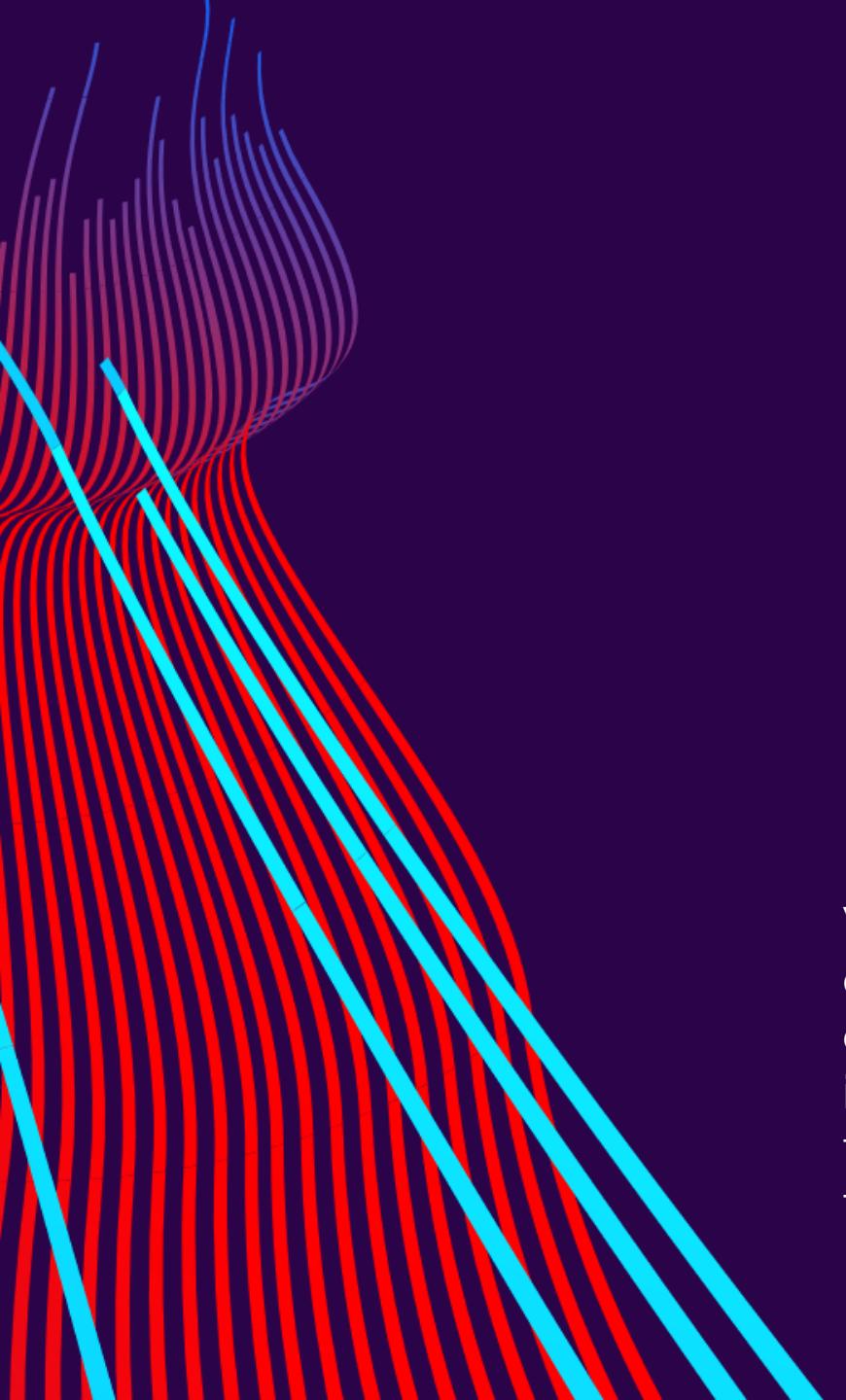
# PROBLEM STATEMENT

Dropbox provides file sharing and syncing services as a SaaS offering. They are largely targeting small to medium enterprises. You are a Product Leader at Dropbox, and the Business GM comes to you with a proposal to expand the product offering by providing Content Analytics around document creation, management & syncing.

- What would you advise Business GM about this opportunity?
- If you decide to say "yes' -
    - o Why do you think it's a good opportunity?
    - o How would you segment the market & users? How will you position this offering?
    - o How would you design this offering?
    - o How would you structure the roadmap? What would you prioritize & why?
    - o What other recommendations will you include in your plan?
- If you decide to say "no" –
    - o Why do you think it's not a good opportunity?

O, Will, you offer an alternate? If yes, what?

# DO WE REALLY NEED CONTENT ANALYTICS TOOLS?

**?**

## A BIG YES!

## WHY?
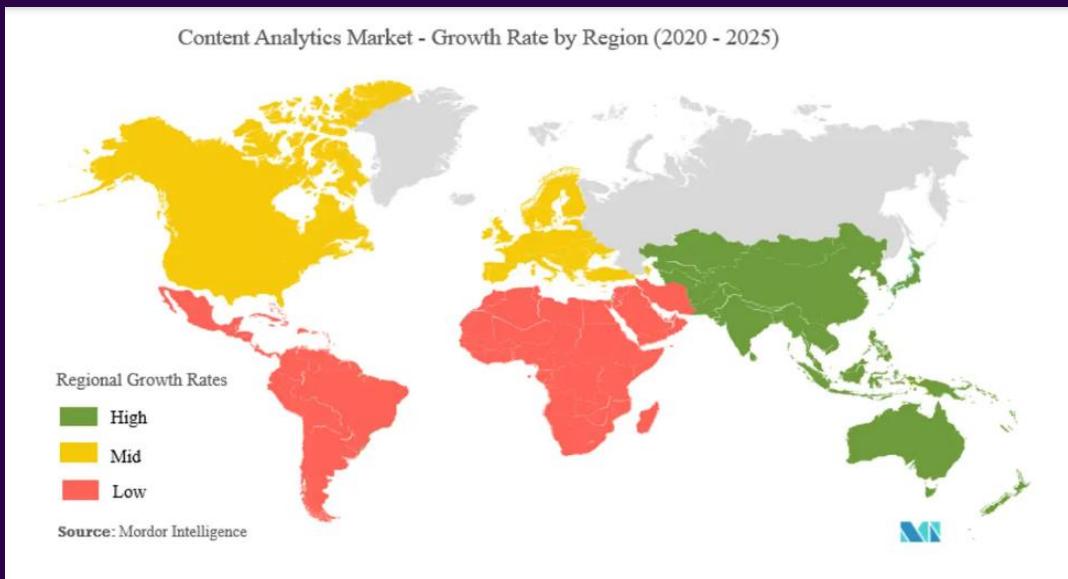
We've heard it time and time again that content is King and distribution is Queen. Yet when will more content marketers assign content analytics a title in the kingdom of content? Content analytics is one of the most important aspects of content marketing, but it tends to be ignored or barely analyzed despite its important role in the content manufacturing craze.

# CONTENT ANALYTICS MARKET – GROWTH & TRENDS

The Content Analytics market was valued at USD 3.39 billion in 2020 and is expected to reach USD 12.76 billion by 2026, at a CAGR of 24.7% over the forecast period 2021 - 2026. With the continued spread of digitization, the amount of data generated by people will only increase with time. As people spend more time interacting with digital technology, they'll create more content indicating their interests, behaviors, and preferences. With the staggering growth in data volume, sources, and formats, companies are using information across the enterprise and beyond. It may even lead to an era where digital content and content analytics become the primary sources of market intelligence for businesses.

## Regional Analysis



Content Analytics Market - Growth Rate by Region (2020 - 2025)

Regional Growth Rates
- High
- Mid
- Low

Source: Mordor Intelligence

## Major Players

- Oracle Corporation
- Google Drive
- Microsoft OneDrive
- IBM  Corporation
- SAP SE
- Open Text Corporation
- Adobe Systems, INC

## Impact of Covid-19

COVID-19 has led to more dependency of the general public on social media with worldwide lockdowns. This has been favorable for the content analytics market which has grown exponentially in this period.

# 3C 1P ANALYSIS

## 1. Customer Analysis:

Target Customer Segment: Small to Big Enterprises
Reason:

They are an important user group because they need to use their limited time in getting the right amount of visibility so they can focus their attention where it is needed most. I would like to focus on the users at Senior/Leadership positions within the team. This is because they help drive decisions within the team through prioritization calls, resolving dependencies, and at times resolving debates and conflicts. However, they need to do so for often large projects with several moving parts and may also be overseeing several projects in flight.
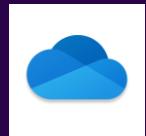
➢ **Identifying customer pain points/needs**:

- Generating Original Content
- Financial problems
- Productivity pain points
- Process problems
- Support pain points

# 3C 1P ANALYSIS

## 2. COMPETITOR ANALYSIS
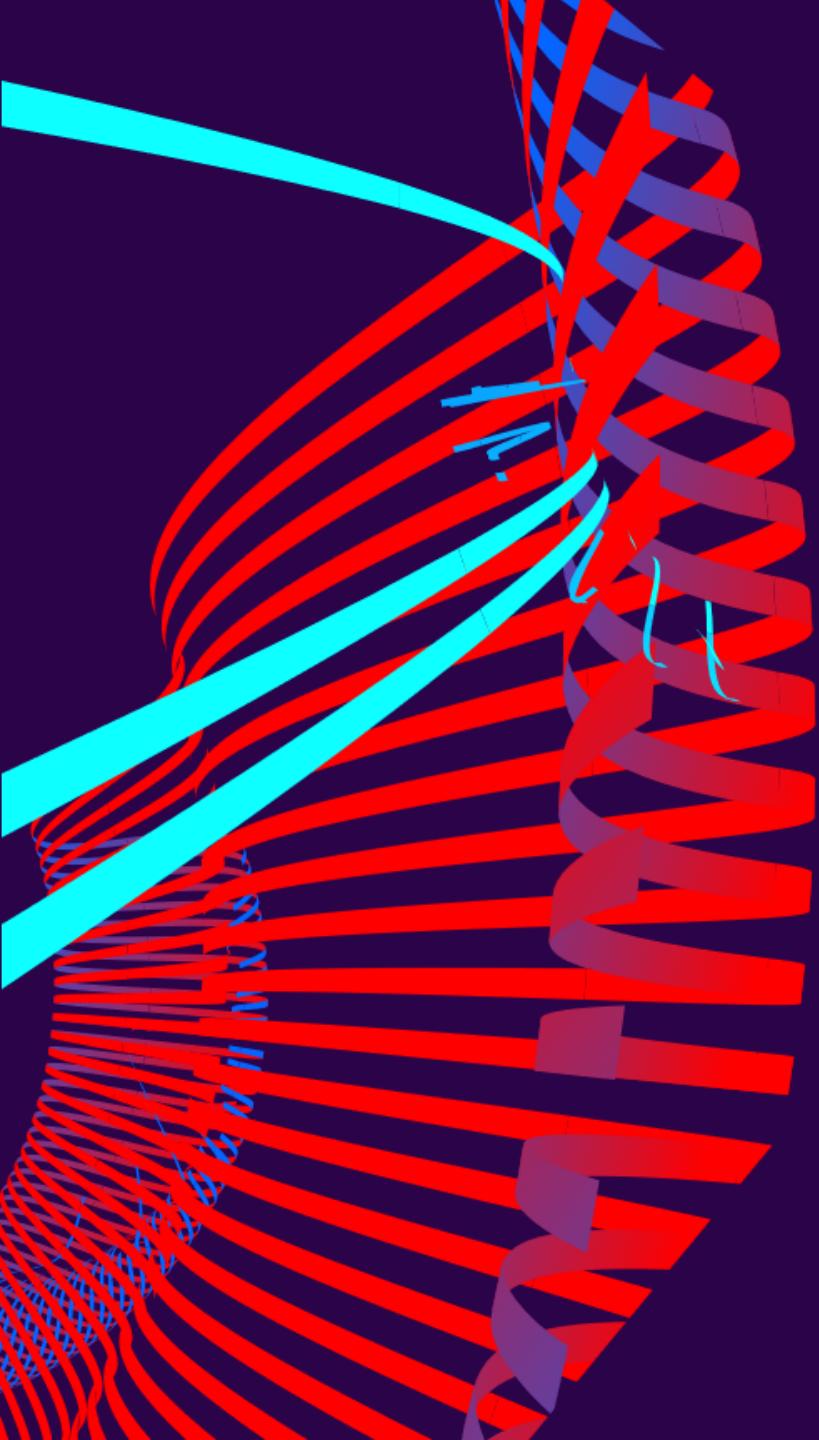


### Recent updates

| Top players | Websites | Market Share | Vendor |
|---|---|---|---|
| Google Drive | 13624 | 34.62% | GOOGLE |
| Dropbox | 8554 | 21.74% | DROPBOX |
| Microsoft OneDrive | 4990 | 12.68% | MICROSOFT |
| Egnyte | 2935 | 7.46% | EGNYTE |
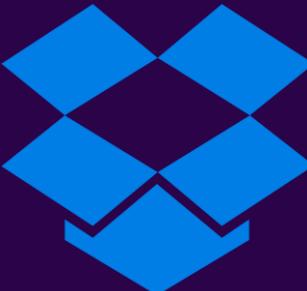
- June 2020 - IBM Corporation announced many changes and additions to IBM Watson Discovery. Inside the Watson Discovery Premium plan, users can experience a new user interface, a guided experience to help users quickly start using Watson Discovery for their specific use case, and many other new features including content mining.
- October 2019 - SAP SE and Verizon announced a collaboration that will enable applications to process data where it is generated - from an assembly line to a retail store shelf - helping businesses save time and increase productivity. The companies are partnering to create enterprise solutions that use Verizon's network and platform capabilities integrated with SAP software and services, particularly the SAP Leonardo Internet of Things (IoT) solution, SAP Edge Services, and analytics, computing, and data management capabilities.

# 3C 1P ANALYSIS

## 3. COMPANY OVERVIEW

- **Dropbox** has more than **700 million** registered users.
- Dropbox has **15.78 million** paying users.
- Dropbox generated **$1.91 billion** in revenue in FY2020. That's an increase of **15.06%** over FY2019.
- The average paying Dropbox user spent **$128.50** in 2020. The average revenue per paying user (ARPU) has increased by **4.41%** since 2019.

# 4. PRODUCT OVERVIEW

Content Analytics can prove invaluable in helping to improve your strategy so that you can attract more traffic and leads to your site, blog post, Online course engagement rates, social network discussions, etc.

## KEY FEATURES

### Sales Metrics
This feature helps you to keep an eye on your sales and revenue generated.

### Consumption Metrics
These include unique visitors, page views, subscriptions, etc.

### Course engagement rates
This feature gives you a piece of detailed information about all subjects your students are enrolled in along with their performance.

### Track Performance
Through this feature, you can track top posts, top authors, and top categories based on user interaction.

### Lead Metrics
Your lead metrics will show you data to help you to attribute leads to specific content or campaigns.

### Retention Metrics
This measures returning users, bounce rates, follower count, and unsubscribes, to see how your audience is engaged.

### Sharing Metrics
This measures number of blog shares or website shares.

# PORTER'S 5 FORCE ANALYSIS

| Threat of Substitutes | Rivalry Competition | Bargaining Power of Suppliers | Bargaining Power of Buyers | Threat of New Entrants |
|---|---|---|---|---|
| HIGH | HIGH | MODERATE | MODERATE | VERY LOW |

# CONCLUSION

After closely analyzing current market needs and given the exponential surge in the field of content creation, I firmly believe that we should go ahead and launch "Content Analytics" tools on our platform. The major reasons for these decisions are:

- Firstly, Dropbox has managed to become a trusted brand in the market, and with such influence, we can confidently launch our product and create a monopoly in the content analytics field.
- Secondly, Dropbox has a huge user base among small and medium enterprises, which definitely will help in spreading word of mouth among other firms too, which will directly or indirectly help us to expand our user base and hence our reach.
- Thirdly, after brainstorming and carefully analyzing current market conditions through 3C 1P Framework and Porter's 5 Force Analysis, we can definitely say that we are much ahead of competitors in terms of finance and advertisement.

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# THANK YOU

Submitted by -

PRITESH JAIN

(BITS Pilani, KK Birla Goa Campus)

priteshj245@gmail.com

9116823722