Fidibo's Complete Analysis

In the following slides I have tried to gather as much information on Fidibo as possible

A Little Bit of History

Fidibo was founded in the year 2013 by Majid Ghasemi and Mahdi Firoozan. In the year 2016 it was sold to DigiKala.

- Slogan :Reading for anyone, anytime, anywhere
- There are now more than 13000 books in their library
- The app has been downloaded more than 1.5 M
- They have contract with 400 publishers
- They have recently started cooperation with two International publishers namely Taylor & Francis and Wiley
- It is endorsed by Digikala
- There was a campaign against downloading books in the year 2013 with the intention of supporting publishers and writers. There is a website called RASAD and their slogan is “I’m not a book thief”. Users, publishers and writers can visit this website and write down the name of the website that puts books for free download.

Why Should You Install Fidibo?

Because by installing the app you can by the books with 50% discount.



App Features

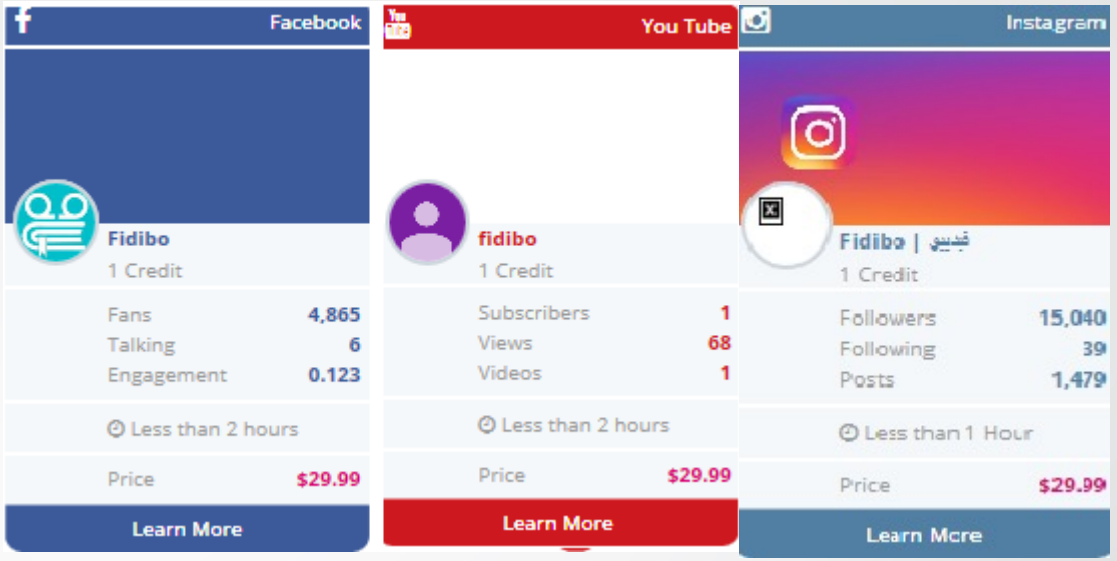
- You can search within the contents of the books
- You can change the font type and size
- You can leave notes at the side of pages
- You can change the light for optimizing reading
- You can send books as a gift to your friends

Plans For The Future

Their plans for the future involves manufacturing reading devices and also producing audiobooks for all the books in their library for this issue they have started cooperating with Novin Ketab Gooya.

The reading devices will probably be priced at 399000 or 499000 IRT and by launching the devices they want to integrate subscription to their app.

Social Media Presence



Telegram : 5K

Facebook : 4.8K but most posts receive only 4 to 5 likes

Googleplus:22

Instagram: 15k but the average likes for the account is 280

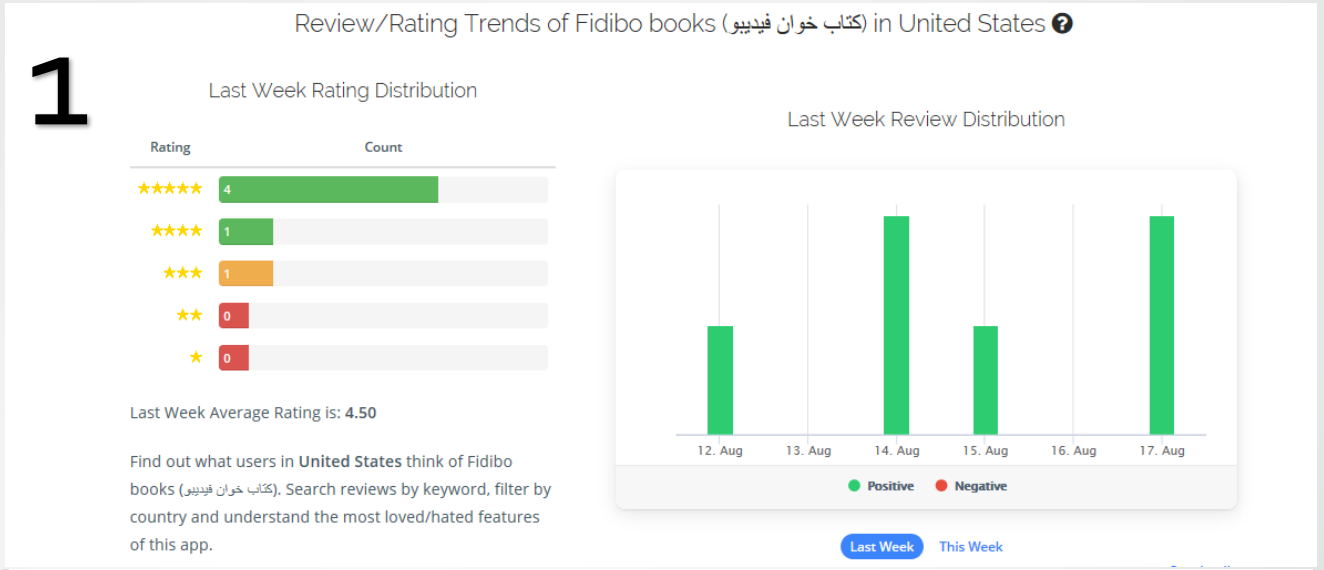
Aparat : 1.5K

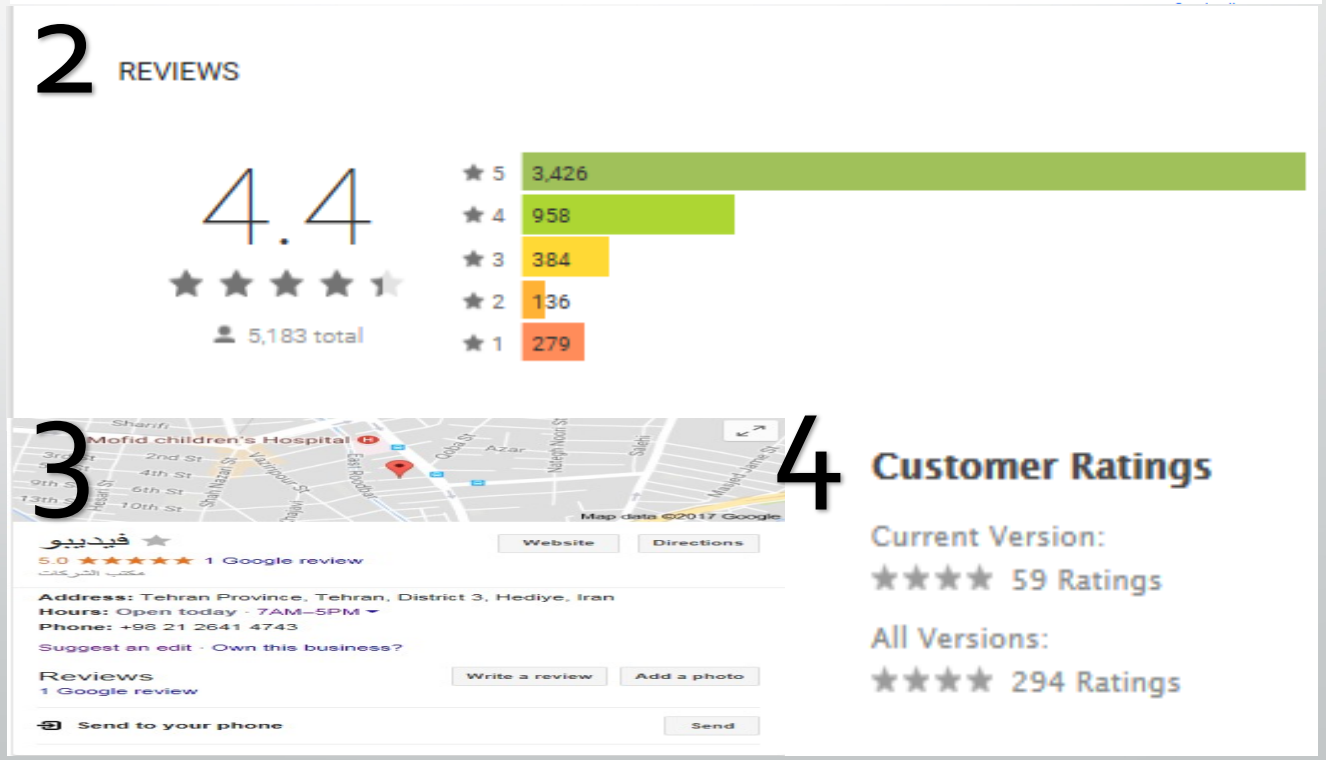
Twitter : 1.2 but most posts get 7 to 8 likes

User Ratings

On the right you can see user reviews on different places and one thing that all these pictures have in common is that they are all high.

1. It shows the review history for Fidibo and as you can see the amount of positive reviews for the app is increasing.
2. It shows the user reviews the app has received on Google Play . Around 5.2 K people have left reviews on the app and the total review rate is 4.4 out of 5.
3. This picture is related to Google Reviews and as you can see they have gotten only one google review and that's 5 out of 5.
4. The last picture is for App Store and they have gotten a total of 353 reviews and the result is 4 out of 5.





Website Analysis

On the right you can see some information about their website which has been extracted from Alexa . Their website ranks 830 in Iran which is a very good ranking for a reading website.

But as it can be seen in the 2nd picture the engagement for their website is not very good because of their high bounce rate and the low engagement time .

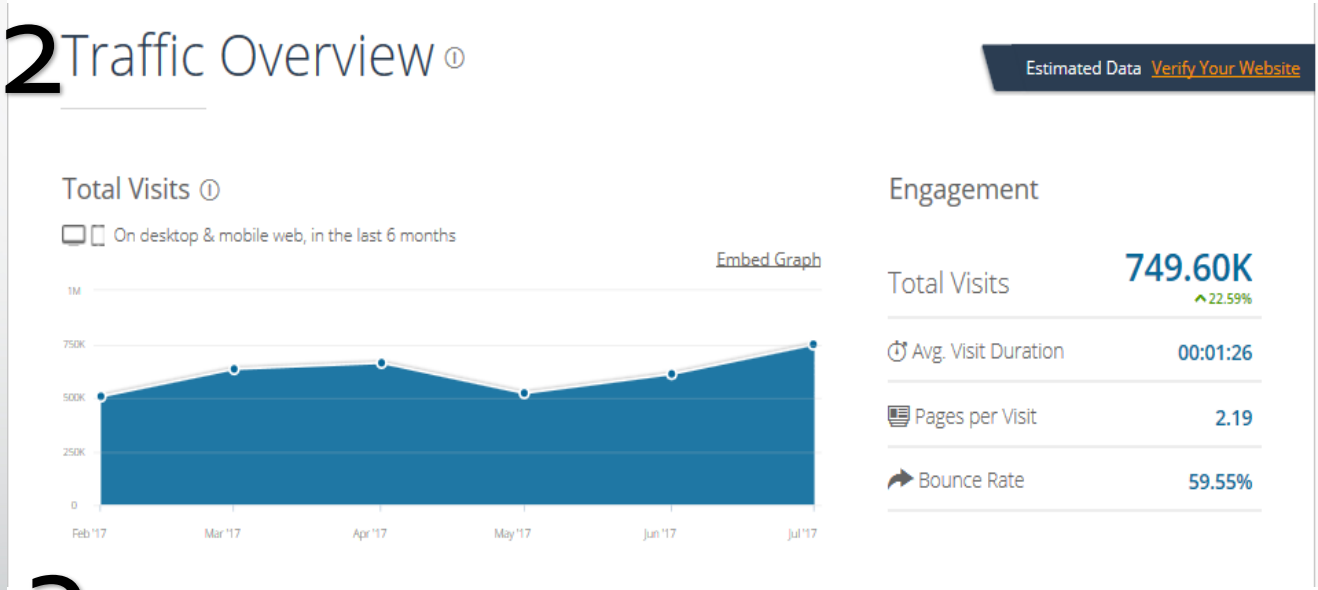
The last picture shows the name of the countries in which this website has the most traffic . As you can see after Iran , Afghanistan has the most traffic.



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Website Analysis

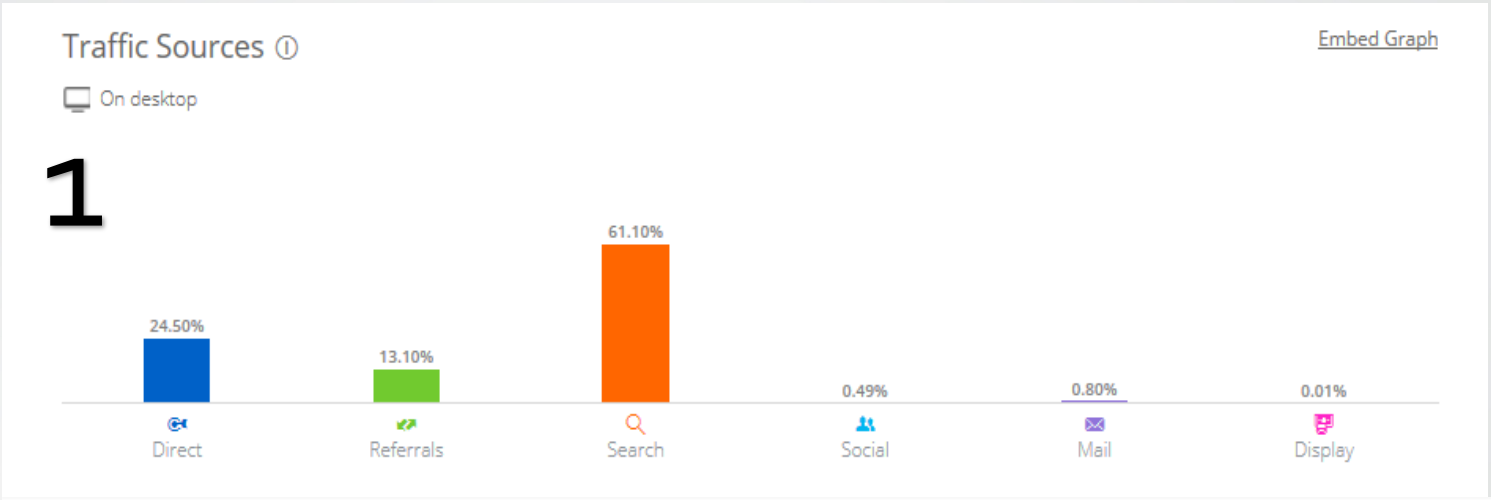
The first picture shows the traffic sources for this website and as it can be seen the first source is through search which shows that the website is highly search engine optimized .

The second picture shows the top sites that give referrals to Fidibo's website.

The first one is Digikala and after that sahandar and then iranpdf .

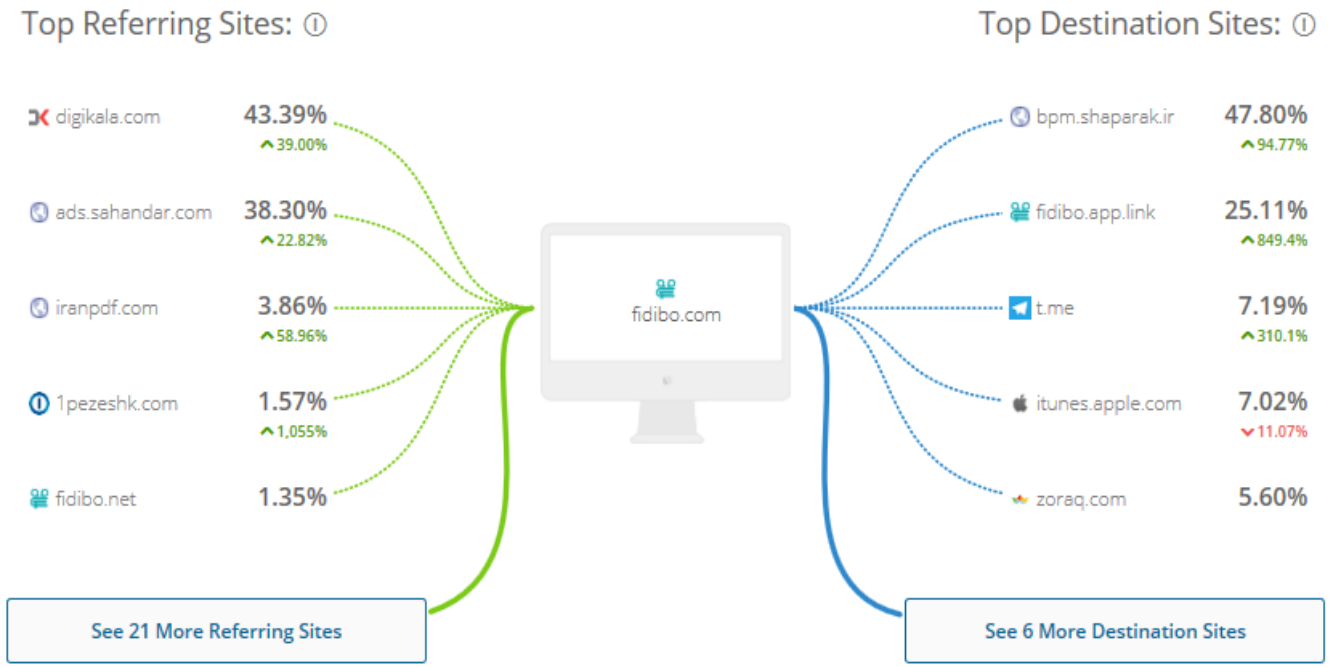
You can also see where the sites refers people and the top one is shaparak portal which is used for buying books .

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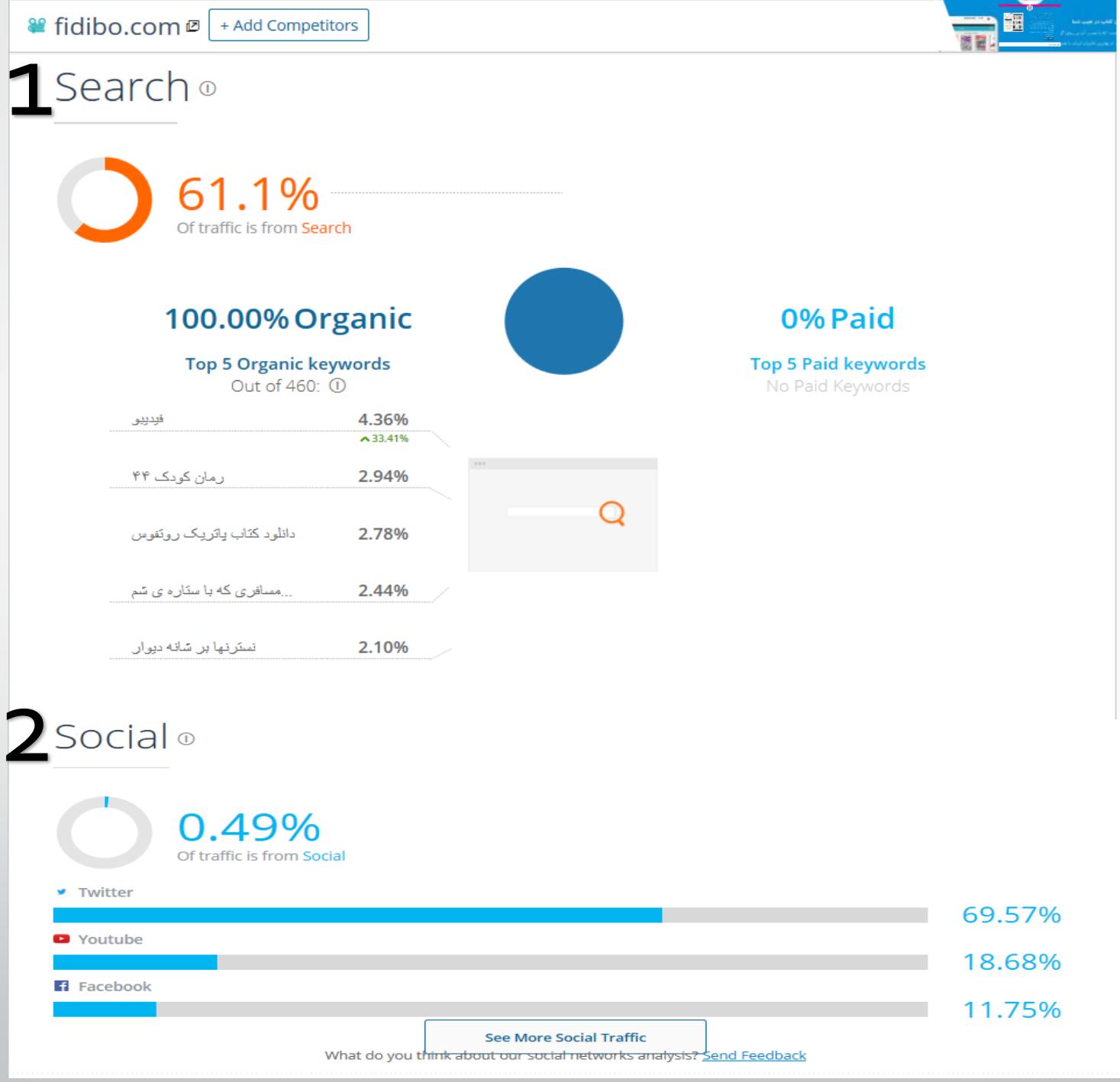




Website Analysis 3

As it was mentioned in previous slides Fidibo gets most of its traffic from search engines . In the 1st picture on the right you can see top key words on the website.

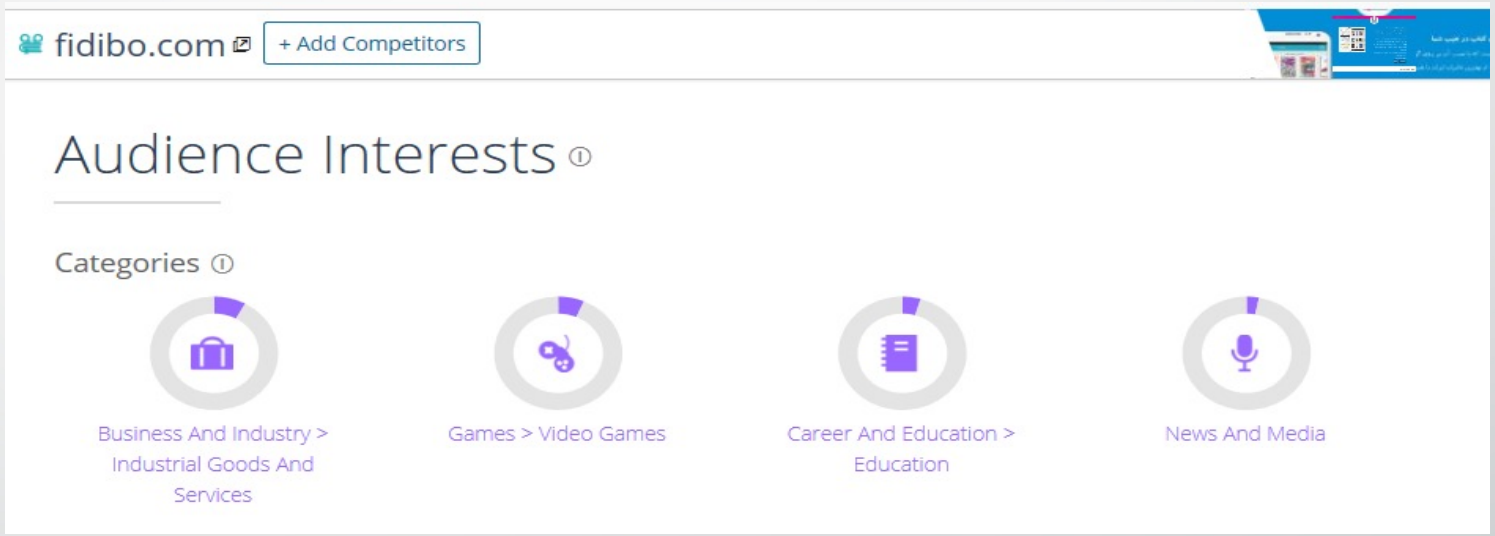
Only 0.49% of the traffic is from Social Media platforms and among them the top one is Twitter followed by YouTube and Facebook.



Audience Interest

The people who visit Fidibo are mostly interested in business and industry and after watching the app it was obvious that they are focusing on increasing the number of books in this category.

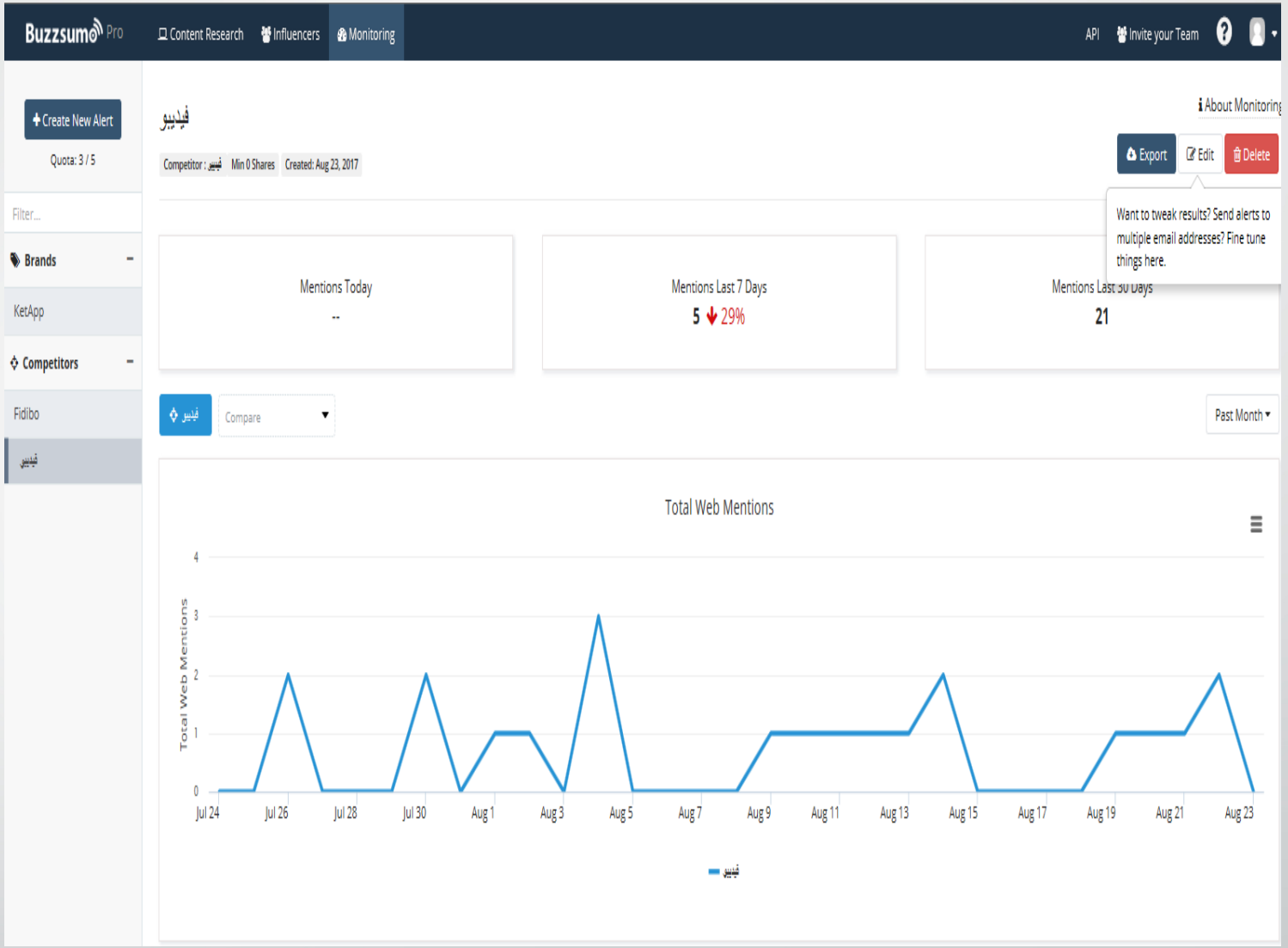
After that people who use Fidibo are interested in games and education and in the end News and Media.



Buzz

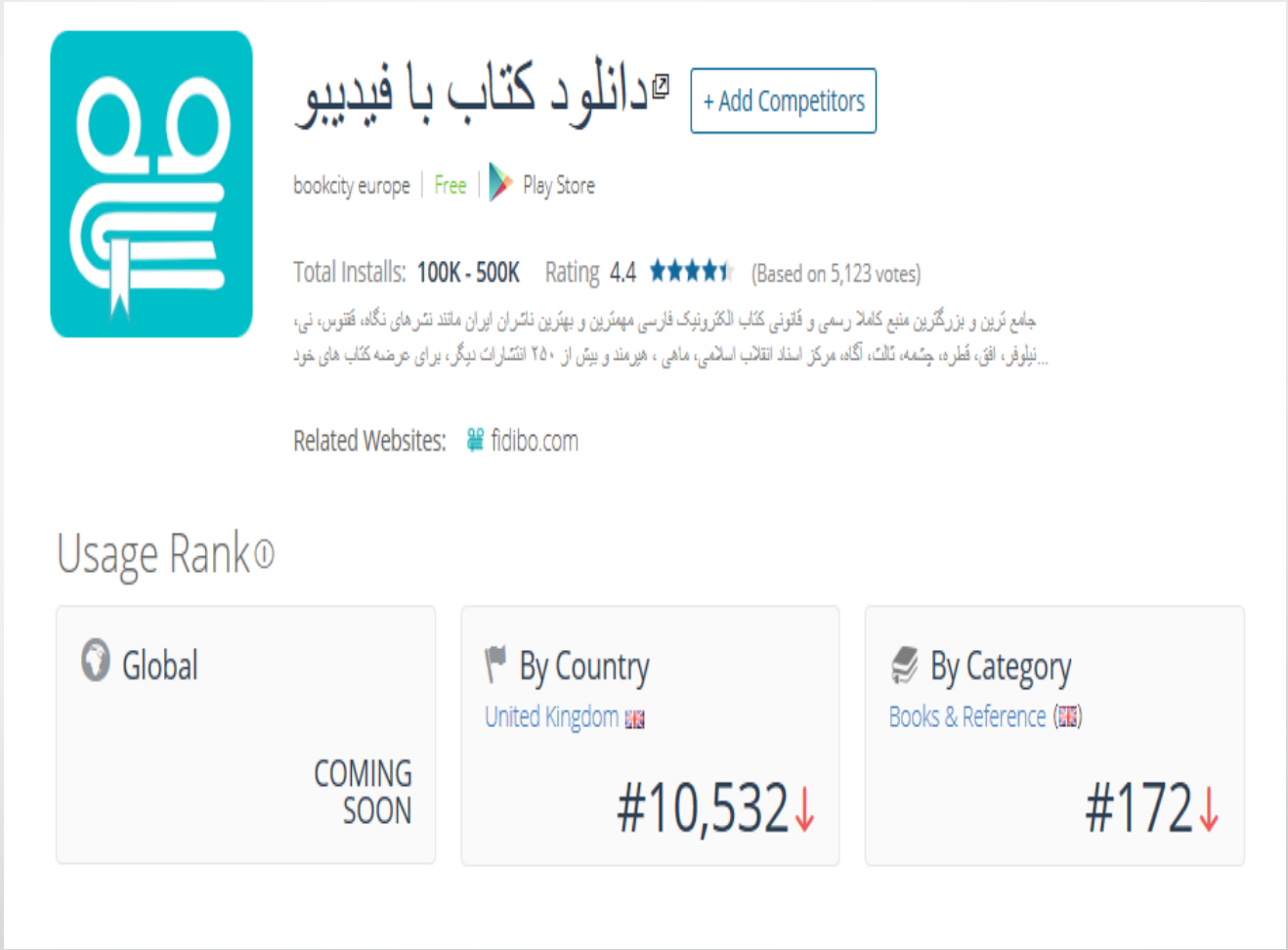
In the picture you can see the frequency with which the brand Fidibo was mentioned in the last month and you can see that almost all days there has been one conversation about them.

In the last 7 days there has been 5 conversations about them.



Google Play Analysis

The app has been downloaded around 500k times and has received 5.1k reviews and most reviews are high and the total for Fidibo has been 4.5 stars .

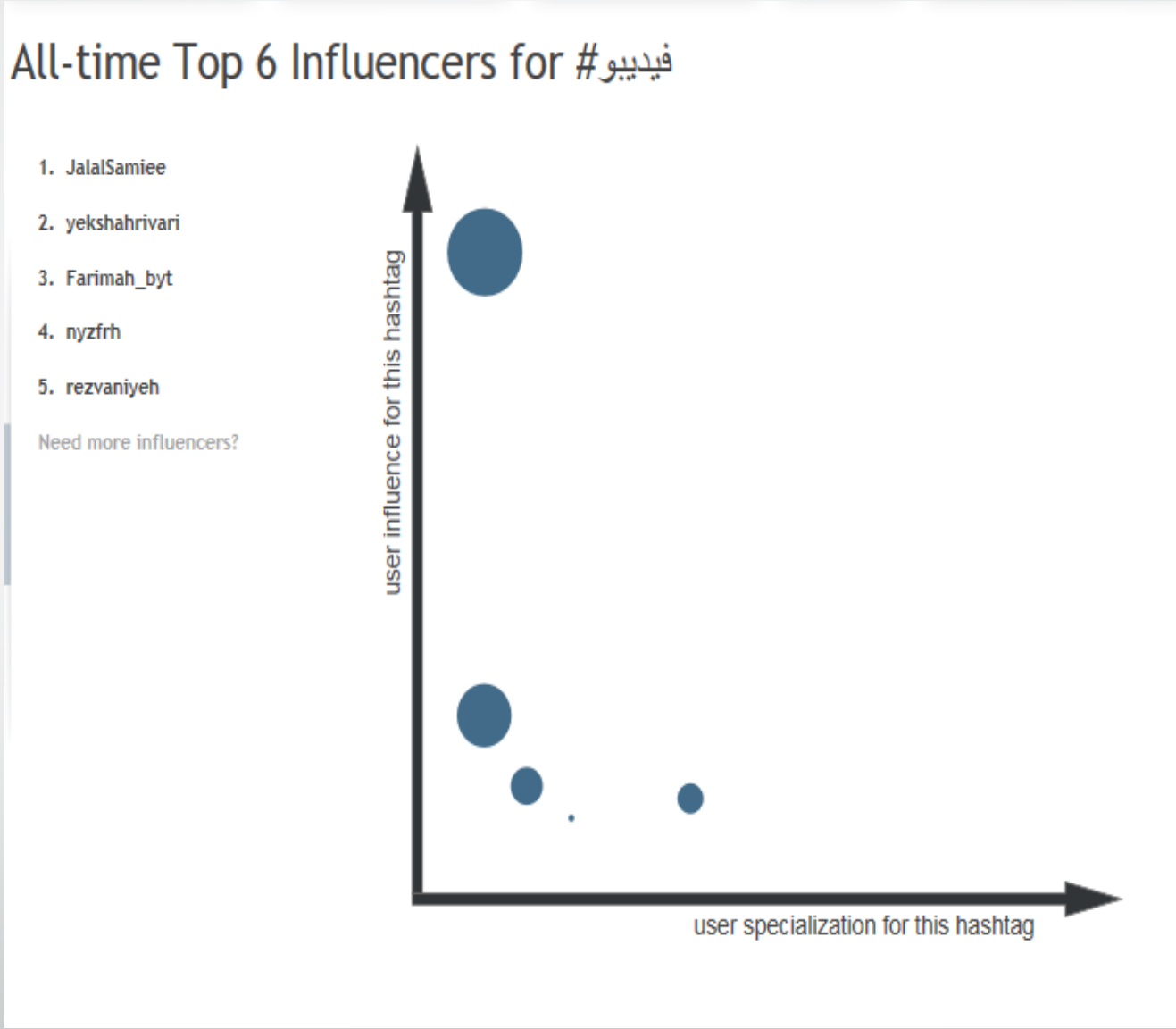


Top Influencers in Twitter

In the picture you can see the top 5 influencers who have promoted Fidibo .

This way of advertising has never been used in Hosting team and maybe we can give it a try.

These people have a large following so when they post about something a lot of people will be affected and also because this form of advertisement is indirect people usually believe it more .



Users Recommendations

Some of the recommendations of users include adding night mode (the brightness of the screen automatically reduces during the night) and also some people have asked them that they need to add the feature which syncs different devices together . Some of the complaints are about boring and not optimized fonts and also not being able to save the bought books on the device.

