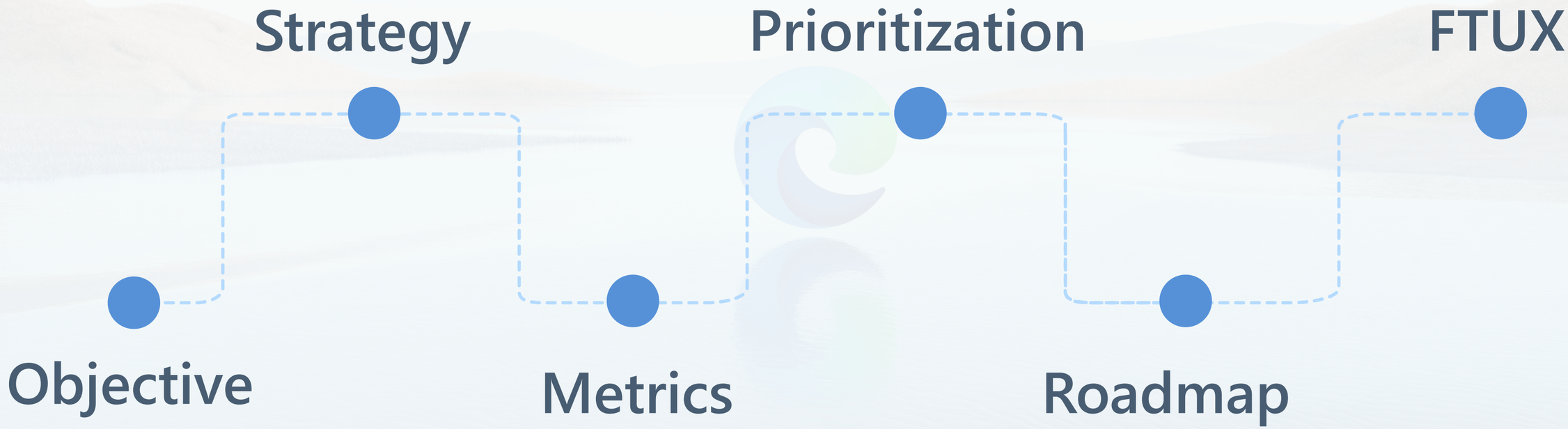
Giving Edge an edge

*Strategies to **grow** browser market share*

By Abhishek Jain
abhisheknjain30@gmail.com



Index



Objective

Grow Edge’s Market Share YoY



Total Browser Users as of 2023

4.9Billion growing ~3% CAGR



Edge’s Market Share **~5%**

245 Million Users



Chrome’s Market Share **~63%**

3 Billion Users

Strategy

3 Prong Approach

In 2023

Edge's Market Share ~5%

245 Million Users

In 2024

Edge's Market Share ~7.5%

370 Million Users

Retain

80% of Edge Users

~196M Users

*Current Edge User base is 245M

Adopt

33% of New Windows Users

~100M Users

*In 2024 Estimated 300M
New Windows Machine will be sold

Acquire

2.5% of Chrome Users

~75M Users

*Current Chrome Users 3 Billion

North Star

💫Weekly Active User to Inactive User Ratio💫

Why

The ratio in an ideal world will be **1**

The target is to maintain a ratio of at least **0.5**

What is Active User

Any user who has spends on average >2min on Edge per week is active, rest are inactive users

North Star

💫 Weekly Active User to Inactive User Ratio 💫

L1 Metrics

Retain	Adopt	Acquire
Weekly Inactive User	Daily Avg Session Duration	New Device Downloads

L2 Metrics

Bounce Rate	Daily Sessions Per user	User Imported Data to Edge
Time to render a page	Unique Domains Visited Per User	
Browser Crash Trend	First Session Duration & Click Throughs	Visits on Download Edge Page
NPS & Referrals	Users visits to other browser download page	Google Trends on Edge Browser

Prioritization Framework

Constituents of Priority Score

Drivers

Drivers impact your L1, L2 Metrics Directly.

We have 3 Metric Drivers.

Retention, Adoption & Acquisition.

Each Driver score can be between 0 to 5

0 Means a feature doesn't impact a driver

5 Means a feature impacts a driver significantly

Each Driver has a weight between 1 to 100%

Which can be adjusted based on business priority

Objectives

Objectives are themes you broadly want to play.

In our case there are 3 Objectives.

⏳ Productivity

Increasing users productivity by bringing most of their work station on the browser and ensuring ease of use.

🚀 Performance

Ensuring things work at the blink of an eye without any interruption

👌 Trust

Ways to use internet safer and with no worries about spam, attacks & tracking

Each objective score is a continuous number where 1 represents a particular feature impacting 10M Users

Prioritizaation Framework

Constituents of Priority Score

User Priority

User priority is the based on users ask

🟥 3, Must Have, 🔶 2, Good to Have,

🟡 1, Okay to have, ⬜ 0, Not Important

Efforts

Efforts define number of weeks it takes to release a feature.

Score 1 being 1 week and 10 being week

Cost

Cost is approximate number of people Involved in a particular feature.

Prioritization Framework

Prioritizations Score Calculation

Each feature priority score can be calculated using following formula

$$\frac{\text{Weighted Driver Score} * \text{Average Objective Score} * \text{Average User Priority Score}}{\text{Effort} * \text{Cost}}$$

* All this can be easily configured using productboard.com

Top 10 Features

Features	Primary Driver	Primary Objective	User Impact
Native VPN Allow users to access internet with VPN for free	Acquire	👌 Trust	🟥 3, Must Have
Cross Account Profile Allow users to use Edge with Google, Apple accounts	Adopt	⏳ Productivity	🟥 3, Must Have
Cross Device Ecosystem & Handoff Calls, Messages, File Transfers, Clipboards, Notes, etc	Retain	⏳ Productivity	🟥 3, Must Have
Your Data Collected by Sites You Visit Show users the kind of data each site knows about them	Retain	👌 Trust	🔶 2, Good to Have
Application Widgets for more productivity Widgets like Android and iPhone Home Screen on Edge	Adopt	⏳ Productivity	🔶 2, Good to Have

Top 10 Features

Features	Primary Driver	Primary Objective	User Impact
Smart Caching & Download Based on usage, sites are cached. Faster & offline browsing	Retain	🚀 Performance	🟥 3, Must Have
Cross Browser Testing for Developer Free Browserstack kind of experience right out of Edge	Acquire	⌛ Productivity	🔶 2, Good to Have
Forced Dark Mode Use any site in Dark Mode, even if it doesn’t support	Retain	⌛ Productivity	🔶 2, Good to Have
Smart Autofill Edge learns from your data & helps you fill any forms faster	Retain	⌛ Productivity	🔶 2, Good to Have
Native PDF & Image Editor Edit Images, PDF, Compress and more for free on Edge	Acquire	⌛ Productivity	🟥 3, Must Have

First Time User Experience

New tab

Search or enter web address

Get your *edge* with Edge

The Fastest, Safest, and Smartest
Browser you will ever use. Ever.

See Why

Websites load 1.5 times faster in Edge

140ms
180ms
200ms

25% Less Battery Consumption with Edge

18% Remaining battery after 10 hours of use
12% Remaining battery after 10 hours of use
10% Remaining battery after 10 hours of use

Twice more productive with Edge as default

10K+ Apps for work, fun & relax time
Hardly any productive apps on Safari
Just 1000+ Apps

More Out of the Box Features

No other browser have it

InBuilt VPN Option
Browse the internet privately for free
Click to try

Native ChatGPT Support
Use generative AI right out of Edge
Click to try

Cross OS Device Handoff
All your devices, in one ecosystem
Click to try

Personalise the way you like it



Satya Nadella
CEO, Microsoft

Uses Edge for cleaner experience

Try Nadella's Personalization



Bill Gates
Founder, Microsoft

Uses Edge to be hyper productive

Try Gate's Personalization



Jack Dorsey
Founder, Twitter

Uses Edge to be hyper productive

Try Dorsey's Personalization

Or select from 100+ personalize themes

Import your data in One Click

Import from Chrome

- Bookmarks
- Passwords & Cards
- History & Cache

Import Data

Import from Safari

- Bookmarks
- Passwords & Cards
- History & Cache

Import Data

Import from Firefox, Brave, and other here

50+ New Features, and many more in making.
Get your edge, with Edge

Know More