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THE INDIAN EDTECH STORY: Q1 2022 Round-up by MARKELYTICS

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FOREWORD

The online education sector is entering an exciting phase, the new and hopeful 'post' covid phase.

The edtech platforms received major investment boosts and appropriate media attention as one of the sunrise sectors.

In the current market context and likely consolidations, a marked difference is visible in the category's marquee players' go-to-market approach.

The retail foray: Byju's expansion plans into offline with a planned launch of 500 centres in 200 cities this year and eventually reaching up to 2000-3000 centres. Albeit a seemingly different business model, Unacademy forayed into the retail with a marquee launch in Delhi.

The K:12 2.0: It is too soon to use "the post-covid phase" or "Edtech Bubble" or "Downturn for the Edtech sector, but the battle lines are being redrawn. The K-12 Edtech seems to be settling down for a likely second fiddle to the offline schools. The parental push and mobile screen fatigue are likely to push parents and students to offline centres.

The Test Preparation market would still have a significant online play given the star teachers' availability online and the recent online platform results for various test preparation examination categories. There are some interesting, nascent developments in the upskilling and non-academic edtech sector, with a plethora of new launches and celebrities getting onboarded by different non-academic Edtech platforms that are yet to see significant market traction.

Against these interesting developments, the current report analyses the key Edtech players' performance on engagement indicators such as time spent on the platform, interaction with multiple content assets when a user visits the platform, active users, and respective social media tractions.

Hope you enjoy reading the report.

Jasal Shah
MD/CEO, Markelytics Solutions India Pvt. Ltd.

THEORIES OF ENGAGEMENT

The current digital environment is significantly more dynamic than any other given point in the last 10 yrs. On the one hand, we have an ecosystem and the players within the ecosystem necessitating changes, and on the other, the privacy laws across the globe (with varying degrees of maturity), the ongoing discussion on the cookie-less world, iOS privacy changes, and the subsequent impact on platforms like Facebook, Twitter etc., the contextual ad targeting have made the digital ecosystem even more complex to operate in

COVID, with its devastation across the globe, has a lasting impact on consumer behaviour online. These changes have manifested in numerous new metrics to track. Unfortunately, the rapidly changing landscape has also made the shelf life of digital expertise at any given point fairly short.

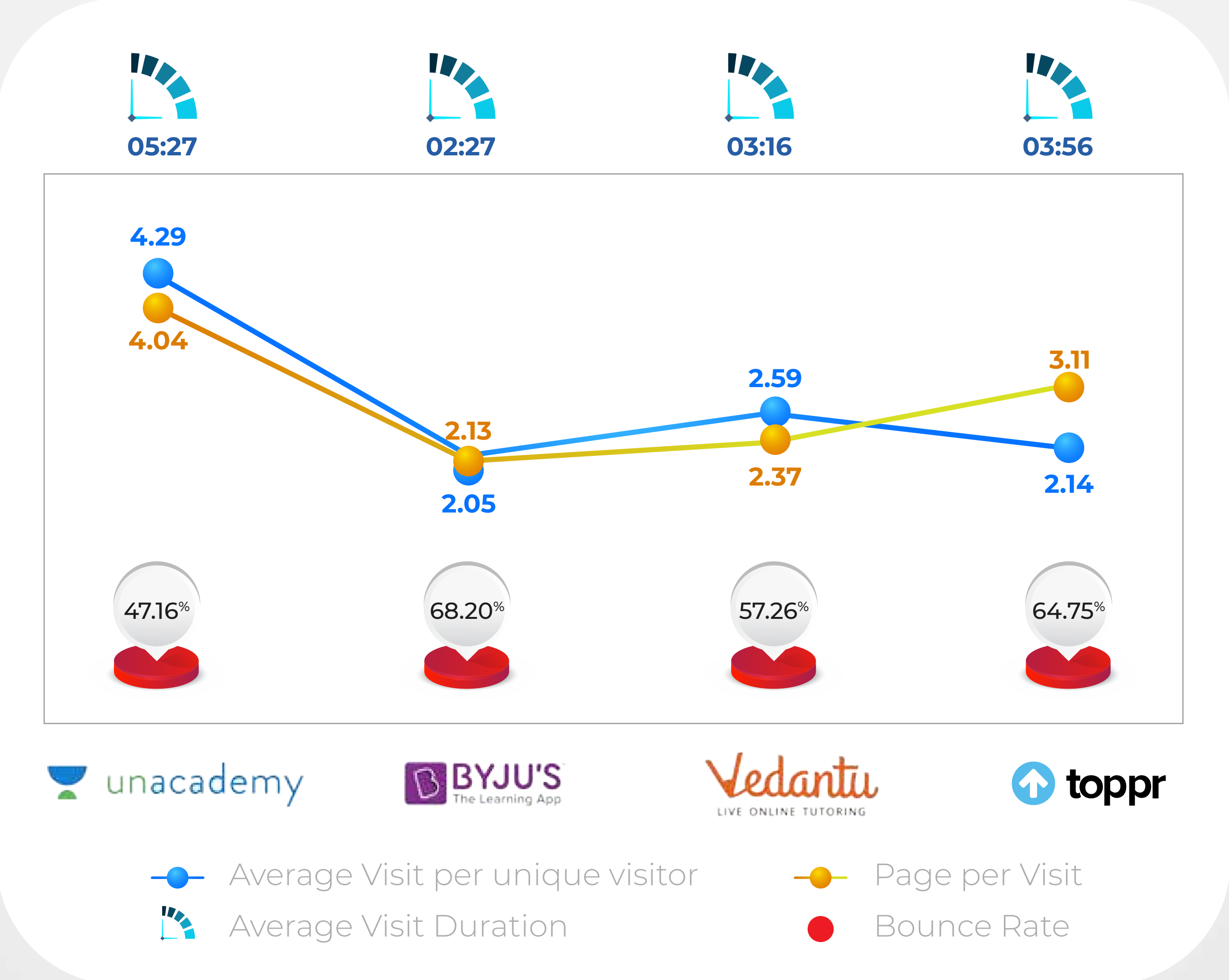
Consumer behaviour, however, remains hinged on some core attributes. This report aims to unearth the most important metrics that show consumers engagement, which is reflected in the time spent on the platform, the depth of interaction, the volume of active users on any platform, and social media traction.

The metrics shown are taken from best-in-class platforms solely.

Let’s jump right in.

KEY WEB **ENGAGEMENT PERFORMANCE**

KEY ENGAGEMENT METRICS



Platform engagement metrics indicate the stickiness of the content and offerings from a brand.

Unacademy leads the pack on the platform engagement metrics. While Unacademy's average visit duration stood above 5 minutes, Toppr at number 2, Vedantu at number 3, and Byju's at number 4 were below 4 minutes on Average Visit duration on the site.

Users visited more pages per visit on Unacademy than Byju's Vedantu and Toppr.

Bounce Rate is defined as the percentage of visitors who enter a website and leave after visiting only one page of the website. So for these metrics lower the score, the better it is. Unacademy's bounce rate is significantly lower than Byju's, Vedantu, and Toppr.

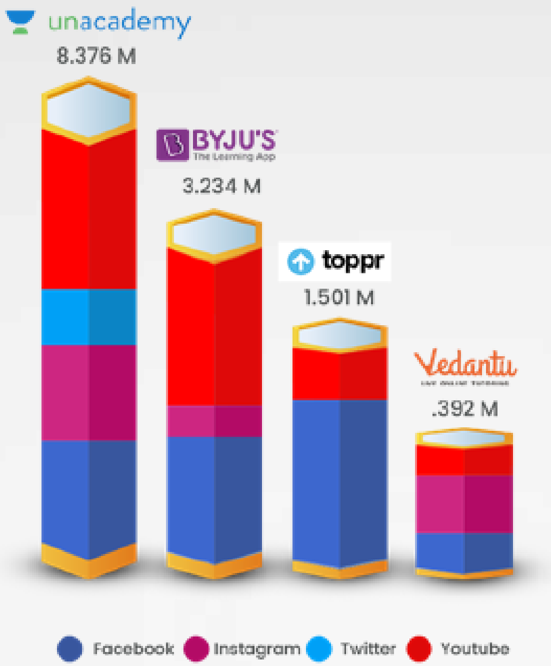
Monthly and Daily Active Users

Unacademy recorded the highest MAUs and DAUs across the key platforms, emerging as India's largest learning platform. Byju's is placed second, followed by Vedantu and Toppr.

Unacademy has more daily and monthly active users than Byju's, Vedantu, and Toppr combined.

KEY SOCIAL PERFORMANCE

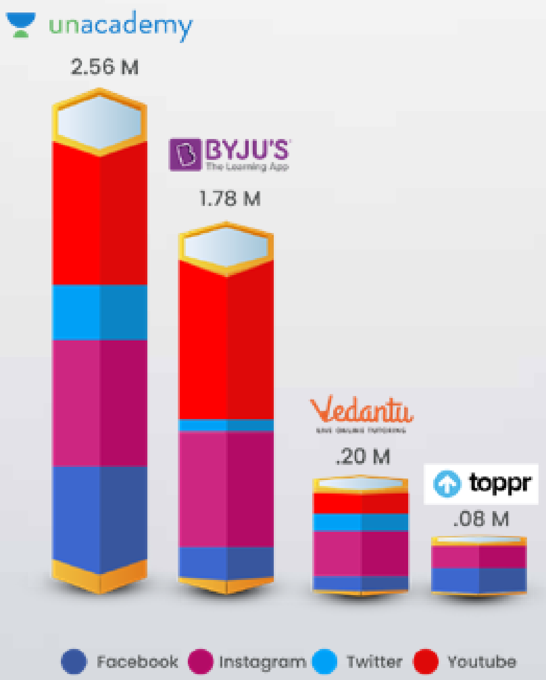
The total number of followers across all tracked social channels. As of March 20, 2022



Unacademy has the highest followers on all platforms combined

Cross-Channel Engagement Total

Mar. 22, 2021 - Mar. 20, 2022



Unacademy has the highest engagement on all platforms combined

THE OFFERINGS LANDSCAPE: TEST PREPARATION

Courses Offered	unacademy	BYJU'S	toppr	Vedantu
UG Entrance Exam	12	4	19	2
PG Entrance Exam	10	4	0	0
Government Service Exam	19	14	0	1

Note: Unacademy offers the maximum number of languages (16), followed by Byju's & Vedantu (2) and Toppr (1)

Across Postgraduate and Government entrance exams, Unacademy covers the highest number of categories.

In terms of language diversity, Unacademy is the leader covering as many as 16 languages compared to two languages by its nearest competitor.

CONCLUSIONS

With the recent acquisitions, Unacademy and Byju's are looking to expand their user base further in the newer Edtech segments. At the same time, brands like Vedantu are doubling down on their core segment by providing more and more opportunities for students/parents to engage with their platform.

Consumer engagement plays a pivotal role in brand growth. It shapes the category narratives, more so for a growing category like EdTech. Accordingly, Unacademy still retains its position as India's largest learning platform. The platform has expanded not only its existing user base but also diversified its offerings portfolio.

DATA & ANALYSIS SOURCES

- Similar Web
- Data.ai
- Secondary Data sets
- Industry Reports
- Brand Websites

Detailed List of sources can be shared upon request

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