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## The power of growth hacking strategies and the exponential growth of UBER

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### Abstract

Digital marketing is a battleground in which marketing professionals are struggling to gain competitive advantage. There may be intransigent targets, tight budgets, limited resources and a surplus of competitors in a breakthrough tools and platforms scenario. A conventional approach to marketing is no longer enough. The only way to survive is to adapt, this scenario is that comes an ally, the Growth Hacking strategy. In startups, the Growth Hacking is a discipline that can be grown within a marketing team. Anyway, the Growth hacking and digital marketing are two very complementary specialties.

This study focused on the Growth Hacking strategies implemented by technology giants. The company Uber private transport networks pioneered the rapid growth and in particular product development, has been chosen as a case study. The qualitative survey was conducted with a cross-sectional findings general collecting various cases. Potential Growth Hacking strategies that were applied by Uber are evaluated through marketing and product development, which form the basis of exponential growth. This research is intended to incorporate it as a digital mindset, giving successful examples from the real world and create a bridge of information between the world economy and the academic world.

**Keywords:** Growth hacking, uber, competitive intelligence, digital marketing

### Introduction

The business environment in the twenty-first century is very turbulent. In today's world companies are facing many new problems and unexpected growth of the Internet as a channel of communication is probably one of the most influential factors (Nguyen, 2017) <sup>[14]</sup> Today, as a result of these rapid changes, digital marketing is considered one of the main propagation mechanisms in the consumption of goods and services (Kavadias, Ladas and Loch, 2016) <sup>[10]</sup> Digital marketing is a battleground in which marketing professionals are struggling to gain competitive advantage. There may be intransigent targets, tight budgets, limited resources and a surplus of competitors in a breakthrough tools and platforms scenario (Wallsten, 2015) <sup>[18]</sup> A conventional approach to marketing is no longer enough. The only way to survive is to adapt, this scenario is that comes an ally, the Growth Hacking strategy (Cramer and Krueger, 2016) <sup>[2]</sup> Growth Hacking does not replace the digital marketing. In fact, far from being separate entities, the Growth Hacking and digital marketing are inextricably linked. The shared mindset behind both is the emphasis on experimentation, creativity and measurement to achieve goals (Ellis and Brown, 2017) <sup>[6]</sup>. In startups, the Growth Hacking is a discipline that can be grown within a marketing team. Anyway, the growth hacking and digital marketing are two very complementary specialties (Ellis, 2010) <sup>[5]</sup> The Growth Hacking and marketing share the same fundamental principles and can even share the same metrics; greater engagement, higher conversion, higher retention. The main difference between the two is the scope of its objectives. Behind any effective activity Growth Hacking is a rigorous and structured process that is rooted in the iteration and scalability (Fishbein, 2014) <sup>[7]</sup>. Growth hacking is a rapid process of experimentation in marketing funnel, product development, sales segments and other business areas to identify the most effective ways to develop a business (Holiday 2014) <sup>[9]</sup> A growth hacking team consists of marketers, developers, engineers and product managers who focus specifically on creating and engage the user base of a company in every part of the marketing funnel that is separated into 5 parts: acquisition, activation, retention, revenue and reference (Casanova and Casanova, 2013) <sup>[11]</sup>.

The Growth Hackers typically focus on low-cost alternatives for digital marketing, for example, using social media, viral marketing or targeted advertising instead of buying advertising through more traditional media such as radio, newspaper and television (Herttua, 2016)<sup>[8]</sup>. Kavadias, Ladas and Loch (2016, p.95)<sup>[10]</sup> point out in an article that "The goal of any marketing should be sustainable growth in the long term, not just short-term gain Growth Hacking concerns optimization and lead generation. Imagine that your business is a bucket and your leads are water. You do not want to pour water into a leaky bucket, it is a waste of money. True Growth Hacker cares about customer retention. "To combat this lack of money and experience, Growth Hackers approach marketing with focus on innovation, scalability and user connectivity.

The company Uber has a business model built through active sharing where drivers use their own cars. The Uber developed a collaborative ecosystem where the driver takes the risk of making trips, while the platform helps minimize this risk by applying big data (Peters, 2014)<sup>[15]</sup>.

The platform also creates agility through an internal system of decision making that responds to changes in business transactions in real time, ie both to price the provision of services as well as provide drivers for the requesting user (Mares and Weinberg, 2014). Through big data platform, a so-called customer can see on your mobile device closest drivers and their ratings. The rating system drives motorists to provide clean cars and quality service, and also provides at least a bit of customization. Allowing the customer to decide between the nearest car and one (perhaps a little further) with the highest rating may not seem like much, but it is still far ahead of the traditional taxi services (Mares and Weinberg, 2014). Companies like Uber, Airbnb, Hotmail, Facebook, LinkedIn, Dropbox, Twitter and Instagram all apply to Growth Hacking, as the main growth strategy and one of the most important reasons for the exponential growth (Roschier, 2018)<sup>[17]</sup>. This study is intended to contribute and highlight the importance of Growth Hacking deployments technology giants due to lack of academic studies and research on it. a bridge that integrates the knowledge between the academic world and the world economy was formed.

### Search problems

This study aimed to discover significant and essential relationships between prominent business Growth Hacking and highlighted the Uber as a case study; evaluating and interpreting the research problems (Creswell, 2010)<sup>[3]</sup>. For this, the research problems are listed below:

- There is a relationship between the Growth Hacking Startups and success?
- There is a relationship between the Growth Hacking and Marketing?
- There is a relationship between the development of products and Startups success?
- There is a relationship between Product Market Fit (PMF) and Successful Startups?
- There is a relationship between regular acquisition, growth and retention of users in short time between Successful Startups?
- There is a relationship between customer acquisition between Growth Hacking?

## The assessment of growth hacking implementations: A case study of UBER

### Acquisition of customers

Uber has provided a solution to fill the deficiencies for customers who were looking for new alternatives in the taxi market monopoly that gave them the opportunity to improve the private transport (Herttua, 2016)<sup>[8]</sup>.

Receive a maximum experience with the application using Google maps that include information from drivers has generated many passengers interested in technology. The option to pay by card with the application without dealing with money, exchange or tips was developed another product that allowed the Uber win customers (Nguyen, 2017)<sup>[14]</sup>.

### Market expansion strategy (Expansion City-by-City)

The Uber focused strategy and marketing techniques, considering the specific characteristics and structures of each city where it is released during the horizontal growth (McGregor, Brown and gloss, 2015)<sup>[13]</sup>.

Applications, required strategies and marketing plans are different from city to city. As each city has its characteristic structure, such as policy, regulations, and relevant, the plan and the initial strategies were determined according to the characteristics of the new market, to ensure maximum productivity and achieve a permanent growth (Koller, 2017)<sup>[11]</sup>.

### Reference marketing

By launching in a new city, Uber's strategy is based on references, or encourage those who adopt their service with bonuses such as promotions "invite a friend and make a free ride" (Cramer and Krueger, 2016)<sup>[2]</sup>.

The forecast Uber is that its revenue comes from repeat customers who are willing to pay. That's why the Uber creates a strategy with the goal of low-risk tests, in which the recipient will want to use it again. Viral marketing reference is applied as a marketing strategy for customer acquisition (Ellis and Brown, 2017)<sup>[6]</sup>.

The possibility of new passenger become long-term customers increased with encouraging experience that Uber offers potential customers (Koller, 2017)<sup>[11]</sup>.

### Defense newcomers

In the Uber growth story, the technological community of early adopters has a crucial role. The Uber acquired interaction always with the technology community looking permanently for new devices and services to develop the quality of their life experience (Croll and Yoskovitz, 2013)<sup>[4]</sup>.

Technology events, offer free tours for new fans of the service, they are provided with the aim of promoting awareness among the target audience. The new fans who were unhappy with the taxi situation in the city experienced the Uber and published the new experiment to run on blogs, social media by all possible methods for your environment (Casanova and Casanova, 2013)<sup>[1]</sup>.

New pilots were impressed with the experience of your friends to be able to call a black car by the phone application and have become brand advocates.

Conquer the user through a positive and differentiated experience accelerated growth Uber (Wallsten, 2015)<sup>[18]</sup>.

The new fans who were growing influencers in the spread of Uber affected your friends and become potential customers after the first experience of Uber (Wirtz and Tang, 2016)<sup>[19]</sup>. By this method, the network has increased exponentially accelerating the company's growth. One of the important methods that ensured the lists of early adopters was with event sponsorship (Holiday, 2014)<sup>[9]</sup>. The Uber was extremely effective in cases of local technology and venture capital, where they were offered free rides to participants. This resulted in a strong word of mouth advertising for Uber, which in turn made it viral (Casanova and Casanova, 2013)<sup>[11]</sup>.

In addition, the viral growth is one of the most important things for a Growth Hacking. This shows the importance of reaching the right people for marketing. The Uber gained a strong competitive advantage by being the first company to market this type of service (Kavadias, Ladas and Loch, 2016)<sup>[10]</sup>.

### Reputation system in the perception of peers

The perception of mutual trust is one of the Uber success of the pillars in an anonymous market that depends on the trust of customers to be transported to their safely houses and trust of drivers to be treated with respect for customers and without cancellation (Herttua, 2016)<sup>[8]</sup>.

This system motivated Uber drivers to provide better service to the customer experience, since they will be ranked by each passenger at the end of each trip and encouraged passengers to behave kindly, as drivers also classify (Ellis and Brown, 2017)<sup>[6]</sup>.

The most effective method to evaluate the potential outcome of any transaction between the consumer and supplier are the ratings of trust and pairs (Wallsten, 2015)<sup>[18]</sup>.

### Word-of-mouth marketing (WOM)

Uber has become a solution to the taxi industry and was assimilated by the early adopters of the technology community. Services sponsored the free tours and technological events (Nguyen, 2017)<sup>[14]</sup>.

This promotional marketing approach encourages technology community to start sharing with your environment and fans on Uber. This mindset provides a unique way to be known in the city and spread the news (Peters, 2014)<sup>[15]</sup>. Users shared their interests and quality experiences on participation in services and how it behaved better than the competition with friends and fans about the Uber social media like Twitter and blogs that provided success in growth (Mares and Weinberg, 2014).

The Uber reached most of the rapid growth associated with the business through word-of-mouth from users participating in the use of the services offered. Customers satisfied with the service will continue to be brand advocates and new customers they acquire the company may become brand advocates (Koller, 2017)<sup>[11]</sup>.

While startups improve the customer base and brand reputation, they have the opportunity to capitalize on the greater potential of word-of-mouth marketing (Word-of-Mouth), (Ries, 2011)<sup>[16]</sup>.

### Marketing skills: Uber Accelerators

The Uber created efficient solutions for growth opportunities and took advantage of the actual conditions that the co-founder and CEO of Uber, Travis Kalanick, considers as "accelerators" to accelerate and stimulate

growth (Ellis, 2010)<sup>[5]</sup>. As Roschier (2018)<sup>[17]</sup> pointed out, the rapid growth of Uber in Chicago, although virtually no cost was spent on marketing and Uber was spreading almost exclusively via word-of-mouth.

In general, each of the seven new pilots contributed to the acquisition of a new pilot potential. There are activities that Uber applies and evaluates as "accelerators", which stimulates growth and doubles virality (Wirtz and Tang, 2016)<sup>[19]</sup>. Examples of promotional marketing Uber rides are for the President's Day, on demand roses for Valentine's Day, lemonade stand, ice cream truck on demand, free tours at events and other standard promotional ventures. The Uber took the opportunity through special events and holidays to expose your model (Fishbein, 2014)<sup>[7]</sup>.

### Pricing strategy considering customer demand

The pricing strategy is one of the Uber growth factors. When demand for rides increases, the price of the Uber services increases. Uber prices are increasing to ensure a more reliable system if demand can not be met by the number of drivers who operate on the streets (Cramer and Krueger, 2016)<sup>[2]</sup>.

The purpose of this implementation is to provide users to connect to the units when they want safely. As the number of drivers is limited due to the high number of demands, this system encourages more drivers become available through the realization of price increases. Therefore, when there is price increase, all users are informed by notification. It is guaranteed that users are aware of the high rates before connecting units (Herttua, 2016)<sup>[8]</sup>.

The successful delivery Uber services in the short term may be influenced by the success with significant discoveries in a positive elasticity of supply of skilled labor (Kavadias, Ladas and Loch, 2016)<sup>[10]</sup>.

If the supply elasticity of hand labor is negative and actuators react to pay increased by providing fewer hours, the oscillation pricing is contrary to the desired effect. This means that in the case of high demand, the price decrease, apart from the offer, and there would be a greater difference between supply and demand (Wirtz and Tang, 2016).

### Growth Potential In The Traditional Transportation Industry Via Innovation Marketing Strategy And Improvement Disruptive

Today, the old market method for taxis and transportation is being interrupted by the shared economy, transforming the property and the transport of cars and reinventing a new way, directly linking producers to consumers, eliminating the need for an intermediary (Ellis and Brown, 2017)<sup>[6]</sup>.

In addition to replacing many location methods of urban vehicles, the company is also structuring the use of cars and transport in general, to create and develop a differentiated infrastructure and use it in a completely new and revised form (Herttua, 2016)<sup>[8]</sup>.

The potential for exponential growth Uber, which has economic, environmental and everyday influences, is seen as an efficient and profitable investment for investors. Uber This marketing model is changing people's habits in relation to transport. This encourages people to buy daily necessities, such as electricity and water as well as to buy a ride, instead of purchasing a vehicle, and in that sense, the Uber meets the demand and provides services (Koller, 2017)<sup>[11]</sup>.

The promotions Roschier marketing (2018)<sup>[17]</sup>, identified as

accelerators, are testing methods to market demand and lead the company to exponential growth.

### **Product Development and Product Market Fit (PMF)**

Product Market Fit (PMF) by definition would be the market adjustment and product solution: the perfect wedding. It is a priority in the fields of intersection point as marketing, computer science, statistical data-driven mentality in Growth Hacking (Ellis and Brown, 2017) <sup>[6]</sup>.

One of the distinctive features of the Growth Hacking is that different from traditional marketing is taking the risk. The nature of it is due to the startup ecosystem in which new companies are competing and need to grow quickly (Nguyen, 2017) <sup>[14]</sup>. In this competitive environment, there is a high probability of making mistakes and fail, they need to run high risks in Growth Hacking process to achieve its priority goals such as customer acquisition and permanent growth (Mares and Weinberg, 2014). That's why the Growth efficient and effective Hacking requires the analysis of the business and its customers. Achieving adequacy of FAQs should be the priority of the growth team and then focus on growth (Herttua, 2016) <sup>[8]</sup>.

Keep low claims rates and concentrate all resources on developing customer loyalty rate is difficult, unless the startup reaches the PMF. Involve available and target users will help determine how to create an essential product. After major revisions of products and visions, highlight a prominent property of the product will support progress (Wirtz and Tang, 2016) <sup>[19]</sup>. Determine the demand for early adopters and their needs are essential for the creation of a product or business that will impress new fans and meet necessary and compelling needs of a real group and identified people at the beginning of the establishment of startups (Koller, 2017) <sup>[11]</sup>.

The positive benefit that users get the product quickly increase product awareness by sharing between people through word-of-mouth (Ellis and Brown, 2017) <sup>[6]</sup>.

### **Product market fit (PMF) for clients**

Uber is a fast solver and practical problems, mainly because it provides a ride to people who need taxi service at affordable prices. In large cities, millions of consumers are taking advantage of these services, and the taxi service was monopolized, developed and reinvented in all aspects (Roschier, 2018) <sup>[17]</sup>.

The features of the Uber business model, as low prices and reduced transaction costs, contribute to the welfare interests of consumers. The Uber also organizes the infrastructure of the taxi industry and makes the most valued industry to provide passengers with quality customer experiences and to accept different forms of payment (Cramer and Krueger, 2016) <sup>[2]</sup>.

They also become the most customer-focused experience because it allowed the customer to trace the vehicle on the way to them. They also allow customers to pay by credit card and the vehicle (Wallsten, 2015) <sup>[18]</sup>.

### **Product market fit (PMF) for drivers**

Vehicles and operators offered to passengers outside the Uber. Instead of employing drivers, Uber works as a liaison (intermediate) between people who need rides in a specific geographic area for skilled drivers who are in the region (Nguyen, 2017) <sup>[14]</sup>.

The Uber also creates jobs and opportunities for drivers who

have difficulty finding jobs in the city. The company works with licensed drivers and vehicles already helps provide the driving service to the customer by your application and the connection between the driver and the passenger is created by Uber mediation. Another factor contributing to the growth of Uber is the advantage for any party like any good service (Herttua, 2016) <sup>[8]</sup>.

### **Study approach**

The Uber Travel sharing platform was investigated by evaluating the implementation of the Growth Hacking methods of the company. In the research, academic studies and models related to the Uber growth process and Growth Hacking applications were examined as well as internal expansion and the success of the growth of high-tech startups that aim to achieve rapid growth are evaluated by investigating the principles and strategies implementations.

A qualitative study was conducted evaluating interviews with experts Growth Hacking, journals and relevant articles of experts in the field to provide elements that are part of the Growth Hacking move and handle the cases, particularly the case study Uber company.

The assumptions that are obtained from the literature review and external sources were evaluated and formulated in a conceivable conclusion in the process of qualitative data from the study (Creswell, 2010) <sup>[3]</sup>.

According to Creswell (2010) <sup>[3]</sup> the qualitative approach to the implementation of the objective is to explore and evaluate new areas to create adequate and appropriate theory. Exploratory research is implemented to develop explanations for the ambiguous issues and establish an integrated knowledge bridge between the business world and academia.

This structure is intended to explain and identify the term Growth Hacking, which is an essential element in all aspects of the startups and the role of this new organizational culture in the world of marketing today (Roschier, 2018) <sup>[17]</sup>. The process of Growth Hacking, mindset and strategies that are implemented by growth hackers are addressed and clarified with excellent examples later.

The main Growth Hacking methods applied by Uber include customer acquisition, market fit product (MFP), referral marketing, pricing, market expansion strategy, word-of-mouth marketing (WOM), early defense, reputation system, disruptive innovation demonstrated and evaluated by the investigation of the success of the growth of major companies (Ellis and Brown, 2017) <sup>[6]</sup>.

The rise of companies of transport networks, such as Uber, has significant effects on the taxi industry. Uber was selected as a case study because of its rapid growth in the ecosystem, implementing Growth Hacking methods. The shared economy is expanding day by day, where individuals use the Internet as a platform to be connected with other companies and individuals to share services this ecosystem (Nguyen, 2017) <sup>[14]</sup>.

### **Discussion**

The rapid growth and Uber accelerated populism show the effectiveness of the methods of Growth Hacking applied, which is a new and unique discipline in which its roots are based on the principles of Lean Startup (which can be translated as "lean" - is well known in management and traditional industry, and involves the identification and systematic elimination waste), (Koller, 2017) <sup>[11]</sup>.

The Growth Hacking differs from traditional marketing in relation to team working in an organization, product development, use of marketing channels like paid advertising or free alternatives and cost-effective, strategic implementation process, defined funnels and promotional logic (Cramer and Krueger, 2016) <sup>[2]</sup>. Effective and efficient implementation of Growth Hacking provides rapid and incremental growth in a short time at startup or established company. The Uber becomes an alternative for customers who were forced to use models of traditional enterprise services offered by other transport companies if they are not satisfied due to lack of options (McGregor, Brown and gloss, 2015) <sup>[13]</sup>.

The correct setting goals before application, preparation of appropriate infrastructure for the organization and work with a meeting of strong and creative team in a common mentality ensure the success of companies (Wallsten, 2015) <sup>[18]</sup>.

The meticulous selection of drivers who are employed by Uber and rights offered to customers to sort the drivers develop quality control and ensure the accountability of drivers. This marketing method and approach for the development of products improve the quality of service to motorists service, customer satisfaction and brand loyalty, rather than the traditional taxi industry (Wirtz and Tang, 2016) <sup>[19]</sup>.

Through major advances Uber can potentially be seen as a growth engine on all measures. With precision, the growth machine that was built for the right and creative team and have the right strategy as a whole has achieved success with accelerators (Roschier, 2018) <sup>[17]</sup>.

Management of public perception, ensuring proper coordination between taxi commissions and vehicle drives, management approach to public relations and perceptions, lobby, brand advocacy, brand loyalty, community management that enables efficient operation of word-of-mouth, its rapid spread and success are the primary elements that are the factors that trigger the immense growth of Uber and play a crucial role in strengthening their bases (Cramer and Krueger, 2016) <sup>[2]</sup>.

Although Growth Hacking has arisen in the startup ecosystem, it also integrates growth mindset of the established companies marketing strategies. The growth marketing mindset will benefit from technical and implement existing campaigns to ensure that spending on

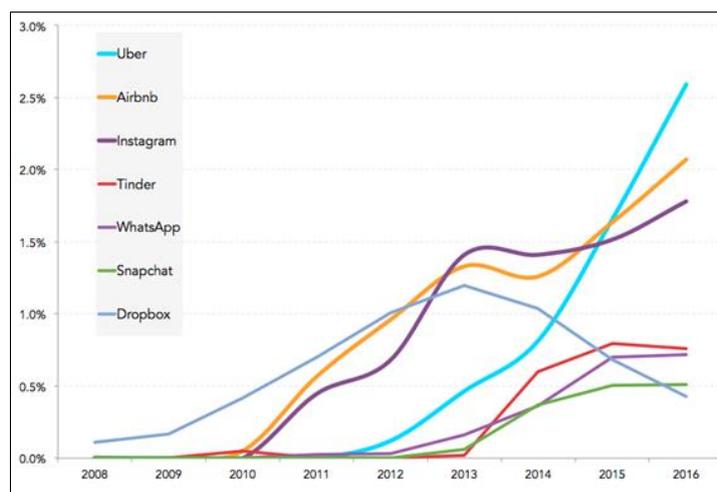
advertising and digital marketing budgets meet their full potential (McGregor, Brown and gloss, 2015) <sup>[13]</sup>.

Many of the leading branding companies limited their potential for success and ignore the main potential elements of growth, they are effective in this approach, focusing on a narrower area than advocating a growth mindset in all fields in which they operate to continuous development (Wirtz and Tang, 2016) <sup>[19]</sup>. Uber is a phenomenal case study on the growth potential that redefined the transportation industry and created changes in entrenched ideas and habits of users with disruptive innovations. The implementation of the Growth Hacking is not easy for businesses because of its disruptive feature, but is very effective in accelerating the rate of growth and provides much better products and services (Wallsten, 2015) <sup>[18]</sup>. The success that the Uber achieved in a highly political arena is an important model of a multilateral platform between different interests and established for an entrepreneur who is in the process of creating a startup and aims to explore creative growth strategies (Kavadias, Ladas and Loch, 2016) <sup>[10]</sup>.

The Growth Hacking is intended for low budget channels, in which data can be implemented for fast and measurable achievements in metric, in order to achieve growth because of its nature. Because of these strategies also have positive effects on the development of services and products, the competitive conditions in the ecosystem are rebalanced (Ellis and Brown, 2017) <sup>[6]</sup>.

As the Uber created the development of a pro-consumer product, ensured sustainable growth and enduring success of the business. The market fit product (PMF) is conducted correctly, even if the Uber has to contend with political and stationary private interests. Good underprivileged products and brands that have not reached your target audience will be able to increase influence and be included in the competitive market, taking in the discipline of Growth Hacking (Herttua, 2016) <sup>[8]</sup>. The history of the Uber growth in any sector and area in which the entrepreneur invests, it becomes a source of achievement of inspiration and guidance for the growth requirements (Nguyen, 2017) <sup>[14]</sup>.

The Growth Hacking changes the perception that only major brands and companies in the traditional marketing world will be at the forefront due to the positioning of leaders and advertising projects with high budget (Koller, 2017) <sup>[11]</sup>. Note the following figure:

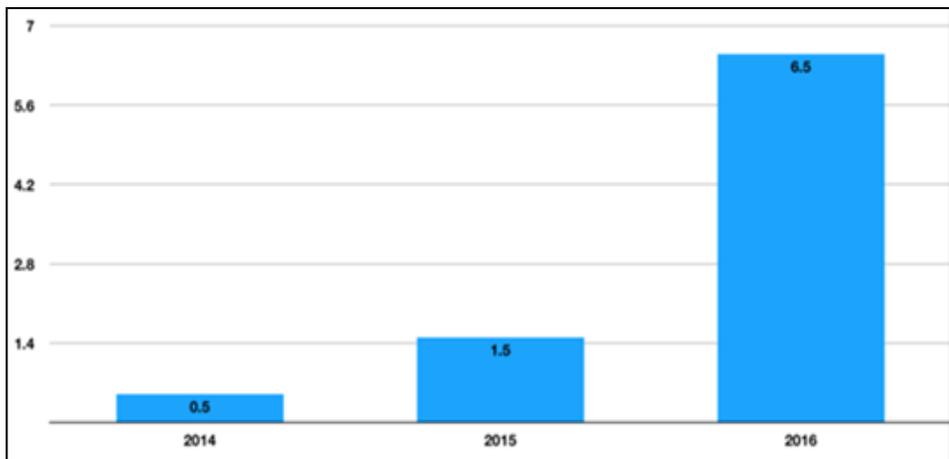


Source: (Koller, 2017)

Fig 1: Startups competitors, The (Y) Combinator (YC) Companies

On the chart, these companies are seen as the main competitor of Y Combinator companies. Uber and Airbnb are ambitious competitors of the race. OY Combinator is an American seed accelerator that provides seed funding that is the initial stage of venture funding for startups(Koller, 2017) <sup>[11]</sup>. All startup costs at an early stage are paid by Y Combinator, also called the most powerful incubator startup

world. Companies in the technology sector, as Airbnb, Hotmail, Facebook, LinkedIn, Dropbox, Twitter and Instagram, also applied the Growth Hacking strategies as the main growth strategy. This approach allows them to achieve tremendous growth in a short time and reach a very large number of people (Cramer and Krueger, 2016) <sup>[2]</sup>. Check out the following figure:

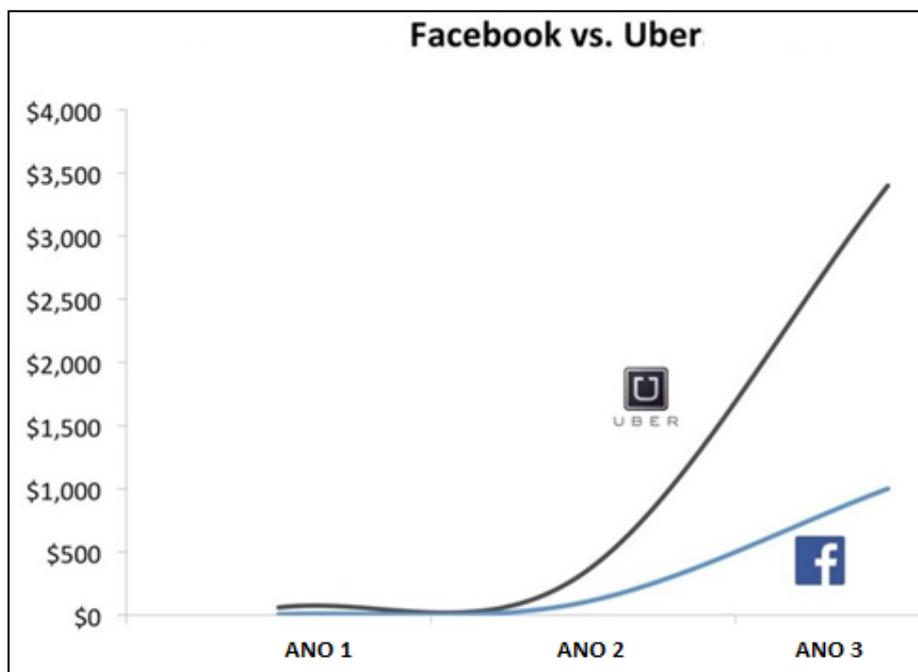


Source: (Cramer and Krueger, 2016) <sup>[2]</sup>.

Fig 2: Uber revenue 2014-2016 billions

In this table, you can see the increasing periodic Uber income securities between 2014 and 2016. One of the market expansion strategies based on Growth Hacking mentality is expanding city the city that began in the Asian section in 2013, with a launch in Sydney. Australia in the winter of 2013 and the next in Taiwan and Taipei in 2013 (Croll and Yoskovitz, 2013) <sup>[4]</sup>.

This can be connected to the release of Uber in China and India in 2014. This Uber strategy provided the company get very high profits and rapid growth. Facebook is one of the giants of the technology applied Growth Hacking with great success in a short time. The Uber exploded much faster than Facebook between 2011 and 2013 (Herttua, 2016) <sup>[8]</sup>.



Source: (Cramer and Krueger, 2016) <sup>[2]</sup>.

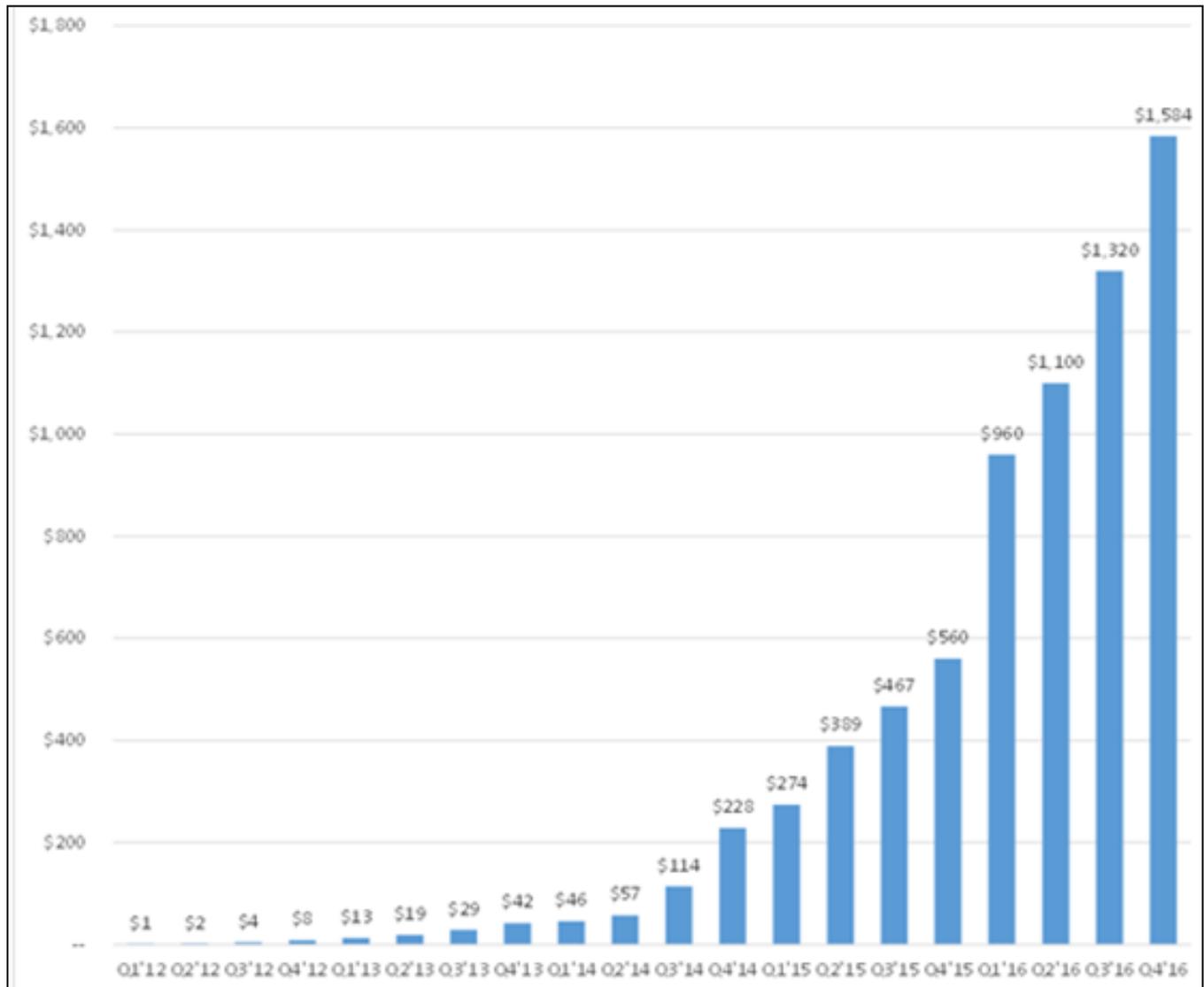
Fig 3: Uber evaluation and Facebook in its early stages (2011-2013)

Over the past three years, it has grown to US \$ 49.5 million in 2011, \$ 258 million in 2013 and \$ 1.2 billion in June. During this period, the travel sharing service was offered in more than 200 cities in 45 countries around the world. The comparison between Uber and Facebook shows that Uber

reached a valuation of \$ 35 to 40 billion faster than Facebook reached its third year of fundraising. Facebook can achieve this value within seven years (Kavadias, Ladas and Loch, 2016) <sup>[10]</sup>. As the net revenue Uber liquid is paying drivers, GMV is the total 5x (~ 20% of the net

income margin). The rapid growth Uber always in progress and their growth with international expansion strategy, especially between 2014 and 2015, accelerated (Ellis and Brown, 2017)<sup>[6]</sup>. Finally, the first quarter of 2016, the Uber generated net revenues of US \$ 960 million, followed by a

slight increase of 15% in the second quarter of 2016, reaching US \$ 1.1 billion. However, these impressive figures of net income confronted the Uber at considerable cost (Herttua, 2016)<sup>[8]</sup>. Look the following picture:



Source: (Herttua, 2016)<sup>[8]</sup>.

Fig 4: Uber's Quarterly Net Revenue 2012-2016

It is not easy to make an assessment of future values, according to previous reports of companies that have been growing as accelerators like Uber. Not only the huge growth of enterprises, but also the efficiency and effectiveness of long-term business are taken into consideration in the evaluations (Roschier, 2018)<sup>[17]</sup>.

There are media outlets around the Uber they can advertise properly and attract the success of growth and continue to attract the attention of many large investors. The success story of Uber attracts not only investors, but also startups. OUber will continue to increase its value as investors are always convinced that follow towards profitability. There are achievements, challenges, strategies and important examples that startups need to standardize the growth story of the Uber (Nguyen, 2017)<sup>[14]</sup>.

As seen in the Uber success story, when Growth Hacking strategies were applied by major industrial leaders and strong brands, it was possible to achieve accelerated growth

and development of successful products and customer acquisition reaching a large number of audience in recently (Koller, 2017)<sup>[11]</sup>.

One of the important success factors Uber is to bring innovations to market and convenience to its users, who are outside the traditional marketing and mindset. The Growth Hacking method that were applied caused strengthen the market presence and liderassem competitive race where the Uber acts (Wirtz and Tang, 2016)<sup>[19]</sup>.

The successful model of Uber in the shared economy is parallel to Airbnb (community online service for people to advertise, discover and booking accommodation and lodging facilities). Even if the Uber faced difficulties and occasionally applied the wrong strategies, the company often created a powerful model that every founder of startups had to prove (Wallsten, 2015)<sup>[18]</sup>.

The stories of enterprises which achieved tremendous success as the Uber to implement Growth Hacking

strategies will continue to be the inspiration for startups at an early stage (Peters, 2014) <sup>[15]</sup>.

Driven by evaluation in conjunction with the success stories of world-class examples of technology giants, the phenomenon "Growth Hacking" and its operations will be incorporated in the minds and clarify the interaction and the close relationship between Growth Hacking and startups in the market. In today's economy the world is one of the best strategic alternatives to realize the idea, logic and depth of Growth Hacking (Ellis and Brown, 2017) <sup>[6]</sup>.

**Conclusion**

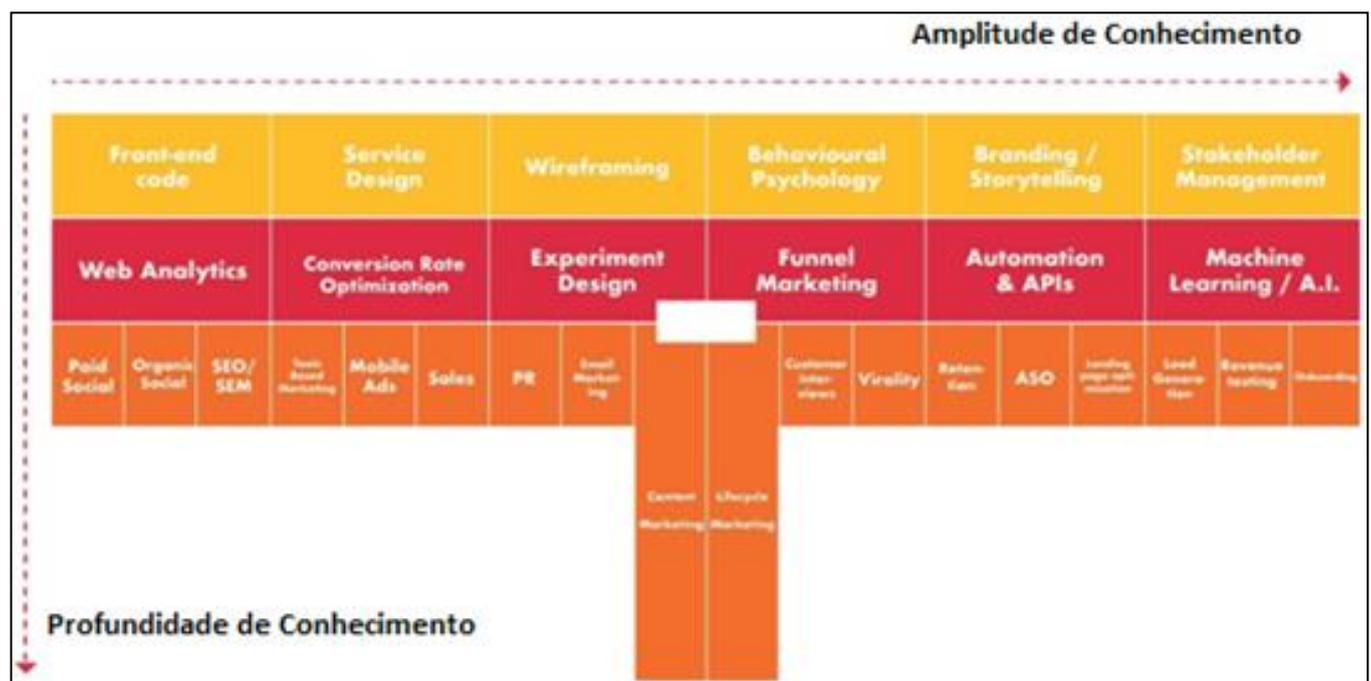
Due to lack of relevant literature and academic resources for this unique new term "Growth Hacking" in academia, evaluation, discussion and conclusions were limited and this may be taken into consideration for future academic studies (Roschier, 2018) <sup>[17]</sup>.

The more researchers and writers pay attention to this

subject, content and deeper resources will be published and clarified. This research may also be an orientation for companies and startups get inspired to create and develop their own Growth Hacking strategies appropriate to the infrastructure of their own companies (Kavadias, Ladas and Loch, 2016) <sup>[10]</sup>.

The mindset in the context of Growth Hacking in marketing channels and product development is examined, which can be instructive for the startups transform relevant persons who are interested in your products into brand advocates (McGregor, Brown and gloss, 2015) <sup>[13]</sup>.

The structure was conducted from the point of view of marketing and product development, engineering vision (eg, encryption), which is a characteristic of Growth Hacking skills and necessary for success, was explained in a more limited form (Nguyen, 2017) <sup>[14]</sup>. Check out the following figure



Source: (Roschier, 2018) <sup>[17]</sup>.

**Fig 7:** The essential skills of Growth Hackers

Additional research can aim to examine more fields on the skills of Growth Hackers as they apply technology-based solutions as software, databases, APIs and related tools to achieve growth that is useful for products, services, brands, public target, founders, investors and startups entrepreneurs to disrupt legacy markets (Ellis and Brown, 2017) <sup>[6]</sup>.

The findings of possibilities are immense for a new era of relations consumption, so each company can get the most appropriate specific strategy Growth Hacking.

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