Digital Strategy And Its Role In Enhancing Digital Marketing: A Case Study Of The Uber Technology Company

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Abstract. As industries quickly shift towards digital, having a solid digital strategy has become very important for boosting how well organizations perform and compete. With companies aiming for goals like making more money, growing, and keeping customers happy, a good digital strategy is key to achieving these targets—especially when it works hand in hand with digital marketing efforts.

This research investigates the impact of digital strategy on enhancing digital marketing, with Uber selected as a case study due to its technology-based business model. To achieve the research objectives, the study employed a comparative quantitative methodology, analyzing Uber's publicly available financial data from 2020 to 2023.

The findings reveal that Uber implements a robust digital strategy built on four key pillars: cloud computing, the Internet of Things, social media, and big data. These dimensions collectively support Uber's digital marketing activities, which are structured around five core functions: customer attraction, engagement, retention, learning, and communication.

The study concludes that digital strategy has a significant and positive role in enhancing digital marketing within technology-driven service companies such as Uber.

Keywords: Digital Strategy, Digital Marketing, Uber, Technology Companies.

المستخلص: مع التحول السريع للقطاعات نحو الرقمنة، أصبح وجود استراتيجية رقمية فعّالة أمرًا بالغ الأهمية لتعزيز أداء المؤسسات وقدرتها التنافسية. ومع سعي الشركات لتحقيق أهداف مثل زيادة الأرباح والنمو والحفاظ على رضا العملاء، تُعدّ الاستراتيجية الرقمية الجيدة أمرًا أساسيًا لتحقيق هذه الأهداف، خاصةً عند مواكبتها لجهود التسويق الرقمي.

يبحث هذا البحث في تأثير الاستراتيجية الرقمية على تعزيز التسويق الرقمي، وقد تم اختيار أوبر كدراسة حالة نظرًا لنموذج أعمالها القائم على التكنولوجيا. ولتحقيق أهداف البحث، اعتمدت الدراسة منهجية كمية مقارنة، حيث حللت بيانات أوبر المالية المتاحة للجمهور من عام 2020 إلى عام 2023.

وقد كشفت النتائج أن أوبر تطبق استراتيجية رقمية فعّالة مبنية على أربعة ركائز أساسية: الحوسبة السحابية، وإنترنت الأشياء، ووسائل التواصل الاجتماعي، والبيانات الضخمة. تدعم هذه الأبعاد مجتمعة أنشطة التسويق الرقمي لأوبر، والتي تتمحور حول خمس وظائف أساسية: جذب العملاء، والتفاعل، والاحتفاظ بهم، والتعلم، والتواصل.

وقد خلصت الدراسة إلى أن للاستراتيجية الرقمية دورًا هامًا وإيجابيًا في تعزيز التسويق الرقمي داخل شركات الخدمات القائمة على التكنولوجيا مثل أوبر.

الكلمات المفتاحية: الاستراتيجية الرقمية، التسويق الرقمي، أوبر، شركات التكنولوجيا

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1. Introduction

1.1 Background:

With the increasing global trend of digitization and globalization, the necessity for companies across various sectors to adopt advanced technologies has grown significantly, especially for those whose core activities are digital in nature. The proliferation of mobile digital communication devices has compelled organizations to shift their marketing efforts from traditional platforms such as newspapers, television, and radio to more contemporary digital channels including applications, social media platforms, and online marketplaces.

According to Google, more than 85% of the population in the United States uses the internet on a daily basis. Specifically, over 300 million individuals in the U.S. accessed the internet in 2022, marking an increase of more than 120% compared to 2012. Furthermore, statistics show that as of January 2023, there were approximately 5.16 billion internet users worldwide, accounting for 64.4% of the global population. Of these, 4.76 billion were active social media users, representing 59.4% of the world's population (Google, 2023).

These figures emphasize the importance of utilizing modern mobile communication technologies to reach customers. Institutions that fail to adopt such strategies risk falling short of their core goals—namely survival, growth, continuity, and customer satisfaction. Thus, studying digital marketing and its influencing variables has become a necessity for any organization striving for competitive advantage. (Al moly, 2023)

One of the key enablers of such transformation is the concept of a **digital strategy**, which can be defined as an organizational strategy that leverages emerging digital resources to generate distinct value. This approach has led to transformative developments in software utilization, computing, and communication technologies, significantly enhancing organizational performance. Among the most impacted areas is marketing, which has evolved into the innovative field of **digital marketing** as a result of this integration (Li, 2023; Sebastian et al., 2020).

However, a notable gap remains in academic literature concerning the role of digital strategy as an independent variable in enhancing digital marketing as a dependent variable. Addressing this gap, the current research aims to examine the impact of digital strategy on digital marketing performance. Uber Technologies Inc. was selected as the focus of this study due to its deeply rooted reliance on digital applications and platforms.

1.2 Research Problem:

Organizations across all sectors consistently aim to attract the highest number of new customers, retain existing ones, and capture the interest of potential audiences. These efforts are essential for achieving long-term growth, sustainability, and survival in increasingly competitive markets. As competition intensifies, companies strive to move from "red ocean" environments—marked by saturated markets and aggressive rivalry—toward "blue ocean" spaces, which are defined by differentiation, innovation, and market leadership through the acquisition of substantial market share (Kim & Mauborgne, 2015).

Achieving such strategic positioning requires reaching customers effectively in the digital spaces where they are most active. This is precisely the role of digital marketing mechanisms, which have become indispensable for organizations aiming to enhance customer engagement, brand awareness, and long-term loyalty (Chaffey & Ellis-Chadwick, 2019). Therefore, understanding and strengthening digital marketing strategies has become a core requirement for any modern organization, especially those whose core operations are digitally integrated.

This is particularly evident in the ride-hailing and transport sector, where companies such as Uber rely entirely on digital platforms to facilitate the interaction between stakeholders—namely drivers, customers, and the organization itself. For such companies, implementing a robust and adaptive

digital strategy is not only crucial for optimizing internal processes but also for enhancing external engagement through effective digital marketing.

Within this context, the research problem emerges clearly: **Does digital strategy play a significant role in enhancing digital marketing in people transportation companies that rely on digital applications, such as Uber?** Furthermore, the problem is reinforced by the apparent **paucity of empirical studies**—to the best of the researcher's knowledge—that specifically explore the relationship between digital strategy and digital marketing performance in technology-driven transportation firms.

1.3 Aim and Objectives:

Aim: The primary aim of this research is to investigate the role of digital strategy in enhancing digital marketing within technology-based transportation companies, with a specific focus on Uber Technologies Inc.

Objectives: To achieve this aim, the study sets out to accomplish the following specific objectives:
- To explore the concept of digital strategy and identify its core dimensions.
- To examine the concept of digital marketing and outline its primary components.
- To assess the extent of digital strategy implementation at Uber.
- To evaluate the level of digital marketing practices employed by Uber.
- To determine the overall impact of digital strategy on enhancing Uber's digital marketing efforts.
- To analyze the contribution of each dimension of digital strategy (e.g., cloud computing, Internet of Things, social media, and big data) to the enhancement of digital marketing dimensions (e.g., attraction, engagement, retention, learning, and communication) at Uber.

1.4 Research Questions:

The central research question guiding this study is:
- **To what extent does digital strategy play a role in enhancing digital marketing at Uber?**

This main question is further broken down into the following sub-questions:
1. What is the level of implementation of digital strategy within Uber's organizational and operational practices?
2. To what extent is digital marketing applied and integrated into Uber's business model?
3. How do the dimensions of digital strategy contribute to the enhancement of digital marketing at Uber?

1.5 Methodology and Methods:

This study adopts a **quantitative case study approach**, utilizing secondary data to analyze the relationship between digital strategy and digital marketing at Uber Technologies Inc. The researcher collected financial data from publicly available sources, including Uber's official website and reputable financial data analysis platforms, covering the period from **2020 to 2023**.

The analysis of this data aimed to explore how Uber's implementation of digital strategy contributes to the enhancement of its digital marketing performance. To address the research objectives, the study employed several analytical tools, including:

- **BCG Matrix analysis** to evaluate the company's market position and growth potential across different services.
- **Marketing mix analysis** to assess the effectiveness of Uber's promotional strategies in the digital domain.
- **Income statement analysis** to track changes in key financial indicators related to marketing and strategic investments.

This methodological framework was chosen to provide a comprehensive understanding of the strategic role that digital technologies play in shaping Uber's marketing outcomes.

2. Research literature

2.1 Digital Strategy:

Digital strategy has emerged as a critical driver of organizational transformation in the digital age. It refers to the coherent integration of digital technologies into business operations to generate strategic value and sustain competitive advantage. A well-formulated and effectively implemented digital strategy enables firms to identify and align their technological needs with broader organizational objectives, ensuring agility, innovation, and long-term success (Li, 2023).

According to (Chanias, et al, 2019), digital strategy is more than just a collection of digital initiatives; it represents a paradigm shift in how organizations view and deploy digital resources as part of their core business strategy. They argue that digital strategy blends business strategy with information systems in a way that leads to new capabilities and competitive positioning. This strategic integration is essential for firms navigating volatile, uncertain, complex, and ambiguous (VUCA) environments. (Sebastian et al, 2020) emphasize that digital strategy encompasses not only the technological infrastructure but also organizational processes, customer engagement models, and innovation practices. It involves reimagining value creation by leveraging data, platforms, and ecosystem partnerships. Their work highlights that digital strategy is dynamic and iterative, requiring continuous refinement in response to emerging digital opportunities.

Furthermore, (Bharadwaj et al, 2013) argue that a digital strategy must be cross-functional, involving collaboration between IT, marketing, operations, and leadership teams to ensure alignment and coherence. A successful digital strategy, therefore, is not merely about adopting technologies—it is about redesigning the business model to capture new forms of value in a digital economy.

In sum, digital strategy serves as a foundational framework that guides organizations in deploying digital technologies effectively to achieve strategic goals. It is a key enabler of innovation, customer-centricity, and operational excellence in an increasingly digital and competitive landscape.

2.1.1 The Concept of Digital Strategy:

The concept of **digital strategy** has evolved significantly in recent years, reflecting the increasing integration of digital technologies into core business functions. At its core, digital strategy represents the **strategic alignment** of information systems with business objectives to create competitive advantage through digital innovation. (Ganesan, 2024) describe digital strategy as a hybrid of business and information systems strategies, forming a unified, comprehensive approach that enables organizations to respond to rapid technological change.

(Sebastian et al, 2020) conceptualize digital strategy as a dynamic framework that encompasses multiple interrelated components: strategic content, future digital aspirations, the processes required for execution, and the contextual factors influencing implementation. They emphasize that digital strategy must integrate customer engagement efforts with digital solutions strategies, leveraging digital interactions and customer feedback to foster loyalty and sustained value creation.

Similarly, (Bharadwaj et al, 2013) argue that digital strategy is not a one-time plan but a **continuous process** of transformation. It involves redesigning products, services, and customer experiences through the innovative use of digital capabilities such as cloud computing, big data analytics, mobile platforms, and artificial intelligence. This iterative nature requires organizations to be agile, adaptive, and customer-centric in their strategic thinking.

Moreover, (Dang, & Vartiainen, 2019) distinguish digital strategy from traditional IT strategy by highlighting its broader focus. While IT strategies typically concentrate on efficiency and infrastructure, digital strategies are concerned with value creation, innovation, and market differentiation. This includes rethinking value chains, introducing digital business models, and establishing strategic partnerships within digital ecosystems.

From the researcher's perspective, digital strategy should be seen not only as a set of technical enablers but as a strategic mindset that permeates the entire organization. It is this mindset that transforms digital tools into sources of innovation, customer value, and long-term resilience. Therefore, organizations like Uber that operate within fully digital environments must treat digital strategy as a central pillar of their competitive posture, continuously revisiting and refining it in response to dynamic market and technological changes.

2.1.2 Dimensions of Digital Strategy:

Scholars and practitioners have proposed diverse frameworks for understanding the **dimensions of digital strategy**, often influenced by their disciplinary backgrounds. While some emphasize infrastructure and emerging technologies, others focus on data, communication channels, or customer experience. To consolidate these varied perspectives, the researcher reviewed the literature and identified **four core dimensions** that are consistently emphasized due to their strategic significance: **cloud computing, the Internet of Things (IoT), social media, and big data**.

a. Cloud Computing

Cloud computing has become a foundational component of digital transformation, offering scalable infrastructure, cost efficiency, and real-time accessibility. It enables organizations to access virtualized resources—such as storage, computing power, and development environments—through internet-based services. According to (Khan et al, 2022), cloud computing facilitates seamless integration of various digital devices (e.g., laptops, sensors, processors) into cohesive computing environments. (Sharma et al, 2021) further categorize its core components as computing devices, security services, and application development platforms, all of which support innovation and agility in business operations.

b. The Internet of Things (IoT)

Originally introduced by Kevin Ashton in 1999, the **Internet of Things** refers to interconnected networks of physical and digital objects capable of collecting, processing, and exchanging data. (Nord et al, 2019) describe it through layered concepts such as the Internet of People, the Internet of Anything, and the Internet of Everything. IoT allows devices and sensors to interact autonomously, providing actionable insights and automation. As (Sestino et al, 2020) explain, IoT represents a technological paradigm shift by embedding intelligence into everyday objects and integrating them into information systems to enhance operational efficiency and decision-making.

c. Social Media

Social media has evolved into a strategic dimension of digital strategy, facilitating communication, brand engagement, and stakeholder interaction. It enables organizations to connect with customers, partners, and influencers through multi-platform networks and content-driven activities. (Enke &, Borchers, 2019) note that social media is not merely a communication tool but a **strategic resource** that enhances customer loyalty, reputation management, and real-time market responsiveness. When leveraged properly, social media becomes a key driver of value creation within digital ecosystems.

d. Big Data

Big data refers to the vast volumes of structured and unstructured data generated through digital interactions, which can be analyzed to extract insights and drive strategic decisions. It encompasses data from traditional systems as well as new digital sources such as blogs, social media, sensor networks, and visual content (Kong et al., 2020). The fusion of these datasets enables organizations to detect patterns, predict trends, and personalize offerings, thereby achieving higher levels of competitiveness and customer satisfaction.

In the view of the researcher, these four dimensions—cloud computing, IoT, social media, and big data—are not standalone elements but interdependent pillars of a coherent digital strategy. Their integration empowers organizations to achieve operational agility, real-time responsiveness, and customer intimacy. Companies like Uber, which operate entirely in digital environments, exemplify how these dimensions work synergistically to support marketing, innovation, and strategic

decision-making. As such, any assessment of digital strategy must account for how these dimensions are deployed in tandem to deliver holistic organizational value.

2.2. Digital marketing

2.2.1 Digital Marketing Concept

Marketing has always been a cornerstone of organizational success, playing a vital role in ensuring sustainability, profitability, and growth. Traditionally, marketing has evolved in response to shifting consumer behaviors and external shocks, such as economic recessions, political instability, terrorism, and global crises. These disruptions have often accelerated innovation in marketing practices, with the most transformative shift being the **integration of internet technologies** into marketing activities. This evolution has given rise to **digital marketing**, which has redefined how organizations reach, engage, and retain their customers (Bala & Verma, 2018).

Digital marketing refers to the use of internet-based platforms and digital tools to promote products and services, interact with customers, and analyze market trends. It includes a diverse set of strategies aimed at connecting businesses with current and prospective customers through **digital channels**, such as websites, email, social media, search engines, and mobile applications. (Desai, 2019) defines digital marketing as any marketing initiative that achieves its goals through internet or digital technologies, highlighting its reliance on data, interactivity, and real-time feedback mechanisms.

In the view of (Chaffey &, Ellis-Chadwick, 2019), digital marketing encompasses both **strategic planning** and **tactical execution**, involving customer acquisition, relationship management, and performance measurement. It enables organizations to personalize communication, target segmented audiences more accurately, and track campaign effectiveness with precision—capabilities that traditional marketing lacks. Furthermore, (Dwivedi et al, 2021) emphasize the importance of integrating digital marketing with broader organizational strategies, arguing that digital marketing should not be viewed as a separate function, but as a **strategic enabler** of value co-creation in the digital economy.

From the researcher's perspective, digital marketing is not merely a shift in channel or tools, but a paradigm shift in how value is communicated and delivered. It empowers organizations to interact with customers in real-time, build long-term relationships, and continuously adapt to consumer needs through data-driven insights. In highly digitalized companies such as Uber, digital marketing is not an auxiliary function—it is at the core of business operations and customer experience.

2.2.2 Dimensions of Digital Marketing:

Numerous studies have sought to conceptualize the core dimensions of **digital marketing**, each offering models that reflect the evolving nature of customer engagement in the digital era. One of the most widely cited frameworks is the **Ziesser model**, which outlines five key dimensions: **attraction, engagement, retention, learning, and relationship-building**. These dimensions collectively represent the organization's capacity to not only reach digital consumers but to also create sustained, value-rich interactions with them.

a. Attraction

Attraction refers to an organization's ability to draw attention to its digital platforms, increase traffic, and enhance brand visibility. It involves strategies such as search engine optimization (SEO), social media campaigns, and aesthetically appealing web design. According to (Paranjape, 2018), enhancing website ranking and visibility is essential to raising awareness among both current and prospective customers. Interactive and visually appealing content is also a crucial tool for capturing attention (Prathapan et al., 2018).

b. Engagement

Engagement focuses on fostering **interactive and meaningful experiences** between organizations and their customers. It includes offering valuable content, enabling user interaction, and promoting brand conversations. (Dastane, 2020) emphasizes the importance of creative programs and content that not only inform but invite participation, encouraging customers to become active contributors to the brand narrative.

c. Retention

Customer retention is a critical outcome of digital marketing and is achieved by maintaining continuous and personalized communication with existing customers. According to (Al roudan, 2024), digital channels such as personalized emails, loyalty programs, and app notifications are instrumental in sustaining long-term relationships, thereby reducing churn and enhancing customer lifetime value.

d. Learning

Learning involves gathering insights about customer preferences, behaviors, and expectations through digital tools. This may include the use of **chatbots**, **web analytics**, **surveys**, and **tracking tools** to better understand consumer needs. (Paranjape, 2018) notes that such data-driven learning supports more effective targeting and product development, aligning offerings with market demands.

e. Relationship-Building (Relate)

This dimension highlights the use of digital communication channels to establish two-way interactions between the company and its customers. (Almohaimmeed, 2019) explains that responding to inquiries through comments, direct messages, and real-time support not only enhances satisfaction but also builds trust and emotional loyalty. Effective relationship-building fosters long-term advocacy and positive word-of-mouth.

From the researcher's perspective, the five dimensions of digital marketing are not isolated tactics, but interconnected elements of a holistic digital experience. In highly digitized environments like Uber, each of these dimensions must be aligned with the broader digital strategy to maximize impact. For example, attraction without retention, or engagement without learning, leads to fragmented efforts and limited returns. Therefore, organizations must treat these dimensions as a unified system that drives customer value and competitive differentiation in digital markets.

2.2.3 Digital Marketing Strategies:

Digital marketing strategies have diversified significantly in recent years, providing organizations with a wide range of tools to connect with their target audiences. Among these tools, **mobile applications** have emerged as the most frequently used channel due to their accessibility, ease of use, and compatibility with user behavior trends. Organizations are thus increasingly expected to adopt digital strategies that **promote and facilitate the use of their applications**, enhancing customer attraction and retention (Ayorinde, 2023).

Several commonly adopted **digital marketing strategies** include:

2.2.3.1. Search Engine Optimization (SEO)

SEO involves optimizing website content to improve its visibility on search engine results pages (SERPs). Key tactics include refining meta tags, incorporating targeted keywords, and improving page structure. While traditionally considered essential, some scholars argue that SEO has lost effectiveness due to continuous algorithm updates by search engines such as Google, which aim to prevent manipulation (Desai, 2019; Ayorinda, 2023).

2.2.3.2. Search Engine Marketing (SEM)

Unlike SEO, SEM is a **paid advertising strategy** that increases website visibility through sponsored ads. Common models include:

- **Pay-Per-Click (PPC):** Advertisers pay a fee each time a user clicks on their ad.
- **Cost-Per-Mille (CPM):** Advertisers are charged per 1,000 ad impressions.
- **Cost-Per-Action (CPA) and Cost-Per-View (CPV):** Used to measure costs based on specific user actions or views (Bala & Verma, 2018; Desai, 2019).

2.2.3.3. Social Media Marketing (SMM)

SMM leverages platforms such as Facebook, Instagram, and LinkedIn to engage both existing and potential customers. This strategy includes creating content, managing campaigns, and analyzing user interactions. SMM is often seen as an **extension of SEM** because it involves paid promotions and targeting tools (Abd Kadir, 2022).

2.2.3.4. Content Marketing

This strategy focuses on creating and distributing **valuable and relevant content** to attract and retain a clearly defined audience. Channels include blogs, e-books, infographics, videos, webinars, and podcasts. The goal is to educate and inform rather than directly sell (Bailey, et al, 2019).

2.2.3.5. Online Public Relations (e-PR)

Online PR involves managing a brand's reputation in the digital space. While it shares principles with traditional PR, digital platforms allow for **faster two-way communication**, enabling real-time feedback and crisis management (Bala & Verma, 2018).

2.2.3.6. Email Marketing

This strategy includes sending personalized emails to customers for a range of purposes, such as welcome messages, product updates, and customer service follow-ups. It remains one of the most **cost-effective** digital marketing tools (Desai, 2019).

2.2.3.7. Mobile Advertising

Mobile marketing involves direct communication with customers through smartphones and tablets, often via SMS, push notifications, or in-app advertisements. Its effectiveness continues to rise alongside the global increase in mobile device usage (Salam, 2024).

2.2.3.8. Affiliate Marketing

In affiliate marketing, companies collaborate with third parties—often influencers or affiliate networks—who promote the company's products in exchange for commission-based compensation. This strategy is performance-driven and can significantly **boost sales and online reach** (Desai, 2019).

From the researcher's perspective, these strategies should not be viewed in isolation. Instead, they must be integrated into a coherent digital marketing ecosystem tailored to the organization's goals, audience behaviors, and technological capabilities. In the case of Uber, a company that operates entirely in the digital space, the alignment of SEO, content marketing, mobile advertising, and social media engagement is essential for market competitiveness. Each strategy contributes a unique function, but only through synergistic implementation can maximum digital value be achieved.

2.2.4. Advantages of Digital Marketing

Digital marketing offers numerous advantages that have transformed how organizations engage with customers and expand into new markets. Based on the summary by (Veleva &, Tsvetanova, 2020), key advantages include: (Veleva & Tsvetanova, 2020, pp. 6–7; Benitez, 2024. PP. 20-23).

2.2.4.1. Enhanced Audience Targeting: Digital marketing allows businesses to identify and reach specific customer segments with greater accuracy and speed. By leveraging tools such as data analytics and online tracking, companies can engage both existing and potential customers more efficiently and penetrate new markets with tailored campaigns.

2.2.4.2. Cost Efficiency: Compared to traditional marketing channels like print and television, digital campaigns are significantly more affordable. This cost-effectiveness is particularly beneficial for startups and small businesses operating with limited budgets.

2.2.4.3. Measurable Results: Digital marketing provides real-time performance metrics, enabling organizations to assess the effectiveness of their strategies and make data-driven decisions. Marketers can analyze engagement, conversion rates, and ROI to optimize campaigns at different stages of the business lifecycle.

2.2.4.4.Improved Interaction and Engagement: Through interactive platforms such as social media, email, and mobile apps, digital marketing fosters two-way communication between businesses and customers. This increases brand engagement and strengthens customer relationships.

2.2.4.5.Budget Flexibility and Control: Marketers can control campaign expenditures more precisely and adjust spending in real time based on performance. This flexibility helps align resources with strategic objectives and ensures better cost management.

2.2.4.6.Geographic Reach and Accessibility: Digital platforms transcend geographic limitations, allowing businesses to access global markets. Additionally, they facilitate simpler, faster, and more accessible market research and product discovery for consumers—who can now connect with brands instantly from their mobile devices.

2.2.5. Disadvantages of Digital Marketing

Despite its advantages, digital marketing also presents notable limitations: (Veleva & Tsvetanova, 2020, p. 7; Halim, 2024, P.27-33; McCain, 2023).

2.2.5.1.Equal Access and Market Saturation:Although digital platforms level the playing field, they also intensify competition. Small and medium-sized enterprises (SMEs) may struggle to stand out in an open digital marketplace dominated by large corporations with extensive budgets and visibility.

2.2.5.2.Lack of Tangibility and Trust: Many consumers still prefer to see, touch, or experience products physically before making a purchase. The absence of a tangible experience can reduce trust and hinder conversion in certain product categories.

2.2.5.3.Infrastructure Challenges: In regions with limited technological infrastructure, slow internet connections and underdeveloped digital ecosystems reduce the effectiveness of digital marketing strategies.

2.2.5.4.Privacy and Data Concerns: Digital marketing relies heavily on customer data for targeting and personalization. However, the repeated use and sharing of such data can raise privacy concerns and damage brand reputation if mishandled or leaked.

2.2.5.5.Ad Blocking Technologies: Many users employ ad blockers to avoid unwanted content. This limits the reach of paid campaigns and presents a significant challenge for marketers trying to engage audiences through conventional digital ads

While digital marketing revolutionizes how companies interact with customers and expand globally, it also creates strategic vulnerabilities. The openness of digital space benefits both small players and giants, but only those who can differentiate through value, relevance, and trust will sustain long-term advantages. For platforms like Uber, the ability to leverage customer data responsibly, optimize ad spending, and personalize interactions will determine whether digital marketing serves as a strategic asset or a competitive risk.

2.3 Commissioning Company: Uber

Uber Technologies Inc. is widely recognized as one of the pioneering technology companies that have successfully bridged the physical and digital worlds. Its core mission is to simplify transportation—allowing users to move from one location to another effortlessly with just a few taps on a mobile application. The idea for Uber was conceived in 2008 in Paris, France, and the company was formally established in 2009 in San Francisco, United States (Mrdak et al., 2023).

Initially, Uber focused on providing ride-hailing services through a digital platform that connects passengers with independent drivers who own their vehicles. Over time, the company expanded its offerings to include **Uber Eats** (food delivery) and **Uber Freight** (logistics services). Uber's operational model is built around a mobile application that enables seamless interaction between users and service providers, utilizing **location-based technologies and real-time digital infrastructure**.

Uber's **business model** centers on a multi-sided platform, engaging three primary stakeholders: passengers, drivers, and business partners such as restaurants and delivery companies. The company emphasizes four key components in managing its customer relationships:

1. The **passenger** as a service recipient,
2. The **driver** as an independent contractor,
3. A **positive brand image** among existing and prospective users,
4. A commitment to **transparency and trust** in all interactions (Business Strategy Hub, 2020).

Although drivers do not hold employment status with the company, they are bound by contractual agreements and may achieve "partner" status. Uber continuously develops its digital application to enhance user experience, reflecting the company's ongoing **digital strategy** to align technological capabilities with evolving customer expectations.

From the researcher's standpoint, Uber serves as a prime example of a digitally native enterprise that relies almost entirely on its digital infrastructure for value delivery. Its ability to coordinate complex relationships—between users, drivers, and partners—through a dynamic mobile application demonstrates the central role of digital strategy in its operations. Therefore, Uber represents an ideal case study to examine how digital strategy can drive and enhance digital marketing performance.

2.3.1. Uber's Current Products

As of 2022, **Uber Technologies Inc.** operates in over **900 cities worldwide**, making it one of the most prominent players in the global digital transportation ecosystem. With a market valuation of approximately **$85 billion**, Uber is considered among the most valuable private technology-driven companies globally (DCF, FM, 2022).

Uber's core business began with ride-hailing services but has since evolved to encompass a broader portfolio of products that leverage digital platforms to serve different customer needs. Among its most significant offerings:

1. **Uber Eats**: Launched as a food delivery service, Uber Eats partners with restaurants across the globe to offer customers on-demand meal delivery through the mobile app. The service generated **$1.4 billion in revenue in 2018**, which grew to **$4.56 billion by 2021**, reflecting strong market adoption and digital scalability (DCF, FM, 2022).
2. **Jump**: This is Uber's micro-mobility service offering electric bikes and scooters for short-distance travel. The product was introduced to cater to urban commuters seeking environmentally friendly, fast, and flexible mobility options (DCF, FM, 2022).
3. **Advanced Mobility Ventures**: In line with its vision for future innovation, Uber entered a strategic partnership with **NASA** to develop **air taxi services**, representing a shift towards integrating **aerial mobility** into urban transportation solutions. This initiative demonstrates Uber's commitment to continuous digital innovation and diversification (DCF, FM, 2022).

Uber's product diversification reflects a strategic application of digital capabilities to penetrate new markets and meet evolving consumer demands. Each product—whether Uber Eats or Jump— relies on the same core digital infrastructure: real-time data, mobile interface, geolocation services, and algorithmic optimization. This synergy exemplifies how a well-integrated digital strategy enables service innovation, operational expansion, and sustained customer engagement across multiple verticals.

2.3.2. Uber's Business model

Uber relies on its own business model to provide its services, as follows:

Table (1): Business Model Canvas Uber

Key partners:	Key Activities:	Value propositions:
Drivers. - Lobbyists. - Investors. - Other partners. -	Platform (app) - development and enhancement. Marketing. - Sales promotions to - acquire new customers. Communication with - the drivers, customers, and partners.	For drivers: Eases in getting started. - Opportunity to earn. - Ease in accessing more passengers. - Freedom to choose their hours for - work. For riders: Safety and security. - Chance to avail services with lower - prices than the normal taxi services. Convenient with easier transactions. -
Key resources: Network (drivers & - riders). Platform (apps). - Technology talent. - Improving its - algorithms and data analysis. Brand image. -	**Customer relationships:** Customer is the critical - component. Same is the case with - their drivers. General public. - Regulators. -	**Channels:** Word of mouth. - Social media. - Voucher, digital ads, paid ads. - Media coverage. -
Customer segments: Passengers. - Drivers. -	**Revenue Streams:** Ride transaction fees. - License fees. - Uber eats - Advertisement, delivery fees, share in revenue. -	
	Cost Structure: Customer Acquisition costs (CAC). - Legal and settlement costs. - Insurance costs. - Research and development. - Lobbying & compliance. - Platform maintenance. - Infrastructure cost. - Customer support. -	

Source: (Mrdak et al, 2023).

Uber's business model exemplifies how digital strategy is operationalized through scalable platforms, data-driven decision-making, and stakeholder coordination. The model's flexibility allows Uber to expand into adjacent services (e.g., food delivery, freight), demonstrating the power of a platform-based approach. Each component—especially digital communication, algorithmic efficiency, and customer engagement—is deeply rooted in Uber's digital infrastructure, which reinforces its competitive edge in dynamic, global markets.

3. Research Methodology:

The researcher adopted a **quantitative research methodology**, which was deemed suitable for the study's objectives and nature. Given the relative scarcity of empirical studies that directly explore the relationship between digital strategy and digital marketing—particularly in technology-driven transport companies—the quantitative approach offered a structured framework for exploring this relationship in measurable and analytical terms.

To construct the theoretical foundation and address the primary research questions, the researcher relied on findings from prior academic literature and research efforts. These sources helped frame the study's conceptual model and guide the application of analytical tools relevant to the research context.

3.1. Data Collection

To ensure the **reliability and validity** of the research data, the researcher utilized multiple secondary data sources. These included:

1. **Official financial statements** obtained from Uber's corporate website and verified financial analysis platforms.
2. Analytical tools such as the **BCG Matrix** to evaluate the market share and growth potential of Uber's service lines, thereby reflecting the influence of digital strategy on business expansion.
3. **Marketing mix analysis**, which was used to assess the integration of digital marketing components within Uber's business model.
4. Financial metrics derived from **income statements and performance reports**, which were analyzed to understand the operational and marketing outcomes of Uber's digital strategy.

3.2. Data Analysis:

After data collection, the researcher conducted structured analyses to answer the research questions:

1. The **Boston Consulting Group (BCG) Matrix** was applied to evaluate Uber's relative market share and service growth across different business units (e.g., Uber Eats, Uber Freight, core ride-hailing).
2. The **marketing mix (4Ps) analysis** was used to assess Uber's digital marketing strategy components—product, price, place, and promotion—and their alignment with its digital strategy.
3. Uber's **financial statements** were reviewed to identify how digital strategic initiatives impacted marketing outcomes, particularly in revenue generation, customer acquisition, and market expansion.

*The integrated use of financial data, strategic business tools, and marketing frameworks provides a comprehensive lens through which to understand Uber's performance. The researcher believes that combining **financial realism with strategic analysis** not only strengthens the findings but also ensures relevance to practitioners seeking to apply digital strategies in competitive, digitally native markets.*

4. Results and analysis

4.1 Results

The analysis conducted by the researcher yielded several key findings related to the impact of digital strategy on Uber's digital marketing performance. These findings are summarized as follows:

4.1.1. Findings from BCG Matrix Analysis

The BCG matrix indicates that Uber maintains a **high-growth and high-market-share position** across several core services, including:

1. **Uber Eats**
2. **Uber Freight**
3. **Uber Autonomous Vehicles (self-driving)**

Each of these services is strongly rooted in a **purely digital strategy**, reinforcing the centrality of technology in Uber's business model.

4.1.2. Findings from Marketing Mix Analysis

The company demonstrates an **effective and balanced marketing mix**, with a diverse promotional strategy that:

1. Attracts new customers
2. Retains existing customers
3. Enhances customer communication and engagement

Uber's marketing strength is largely attributed to its digital strategy, particularly the effective use of:

1. **Cloud computing** for scalable data storage
2. **Internet of Things (IoT)** to enable real-time communication via its mobile application

3. **Social media** presence:

   a. Facebook: >5 million followers, ~6% engagement
   b. Instagram: >3.5 million followers, ~10 million monthly views
   c. Twitter: >2 million followers, ~500 retweets per post

4. **Big data analytics** for service personalization and performance optimization

4.1.3. Financial Performance:
There has been a **significant and continuous increase in total revenue**:
1. 2021: +56.7% compared to 2020
2. 2022: +82.62% compared to 2021
3. 2023: +16.95% compared to 2022

This steady revenue growth suggests the success of Uber's marketing strategy, supported by its digital initiatives.

4.1.4. Operating Expenses and Investment in Strategy
Operating expenses also increased consistently:
1. 2021: +13.3%

2. 2022: +8.75%
3. 2023: +1.57%

This rise reflects ongoing investments in:
1. **Marketing and promotional activities** (as part of general expenses)

2. **Research and development (R&D)** to enhance digital capabilities

These trends highlight Uber's strategic intent to **retain customers and sustain innovation**, confirming the practical role of its four digital strategy dimensions (cloud computing, IoT, social media, big data) in enhancing the five core digital marketing dimensions (attraction, retention, engagement, learning, communication).

4.1.5. Market Share Trends
1. **Uber's overall market share** increased from 2020 to 2022 but declined by **3.4% in 2023**.
2. **Didi**, Uber's major competitor, showed fluctuations:

   a. 2020: 70.2%
   b. 2021: 84.88%
   c. 2022: 67.32%
   d. 2023: 75.93%

3. Despite the 2023 decline, **Uber's relative market share remains on an upward trend** over the multi-year period.

These findings confirm that digital strategy serves as a fundamental enabler of Uber's digital marketing performance. The integration of advanced digital infrastructure has allowed Uber to achieve significant gains in customer acquisition, retention, and market penetration. However, fluctuations in market share highlight the intense competition and dynamic nature of the digital transportation sector. The results demonstrate that sustained investment in digital tools is essential, not only for growth but also for maintaining a competitive edge.

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4.2. Analysis

4.2.1. Uber market share and growth rate

In order to know market share, growth rate, and the challenges and pain of Uber, the researcher conducted a BCG matrix analysis for the company.

Table (2): Uber BCG Matrix Analysis

	High	Low
High	Uber's stars Uber eats. - Uber freight. - Uber self-driving cars. -	Uber's question marks Uber express pool. -
Low	Uber's cash cow Uber health. - Uber rentals. -	Uber's dogs Jump bikes. -

Resource: table prepared by the researcher.

Table 2 shows the following:

1. **Uber's stars:** The star square represents the products that the company can produce, In Uber; we find in the star box those products that Uber produces, which have brands with high market share and high growth rates, these products are Uber eats, Uber freight, and Uber self-driving cars.

2. **Uber's cash cow:** These are the products and brands that the company owns and generate high revenues and profits. However, they have low growth expectations, they generate the cash flow needed to invest in research and development as well as pay dividends to shareholders, and Uber has the following brands: Uber health, and Uber rentals.

3. **Uber's dogs:** These are the products and brands that the company owns and have low future growth prospects; they currently have a low market share, these brands generate some revenue that is not enough to cover operating costs, closing down is often the best option for such brands to limit losses, like Jump bikes.

4. **Uber's question marks:** These are the products and brands that the company owns and have a low market share. However, they have high growth prospects; they require huge investments to become future stars, Uber owns Uber express pool.

5. **Uber Market share**

Uber market share = Uber sales / Total market sales × 100
Relative market share = Uber market share / Competitor's market share
Didi is Uber's main competitor. Therefore, to calculate the relative market share, Uber's market share must be compared to Didi's market share as follows:

Table (3): Total market sales

	2020	2021	2022	2023
Total market sales	201879.2	204769.3	209112.4	253340.4
Uber sales	11.14B	17.46B	31.88B	37.28B
Didi sales	141736.1	173827.3	140791.6	192379.9
Uber market share	5.5%	8.5%	15,24%	14.71%
Didi market share	70.2%	84.88%	67.32%	75.93%
Uber relative market share	5.5 / 70.2	8.5 / 84.8	15.2 / 67	14.7/76

Source: http://sa.investing.com/equities/uber-technologies-in

Table 3 shows the following:

1. Uber's overall market share is growing from 2020 to 2022, and then declining in 2023 by 3.4% compared to 2022.

2. Didi's market share, Uber's largest competitor, is fluctuating, reaching 70.2% in 2020, then rising to 84.88% in 2021, then declining in 2022 to 67.32%, then rising again in 2023 to 75.93%.

3. Uber's relative market share is increasing, but in 2023 it is down from the previous year, 2022, but overall it is increasing.
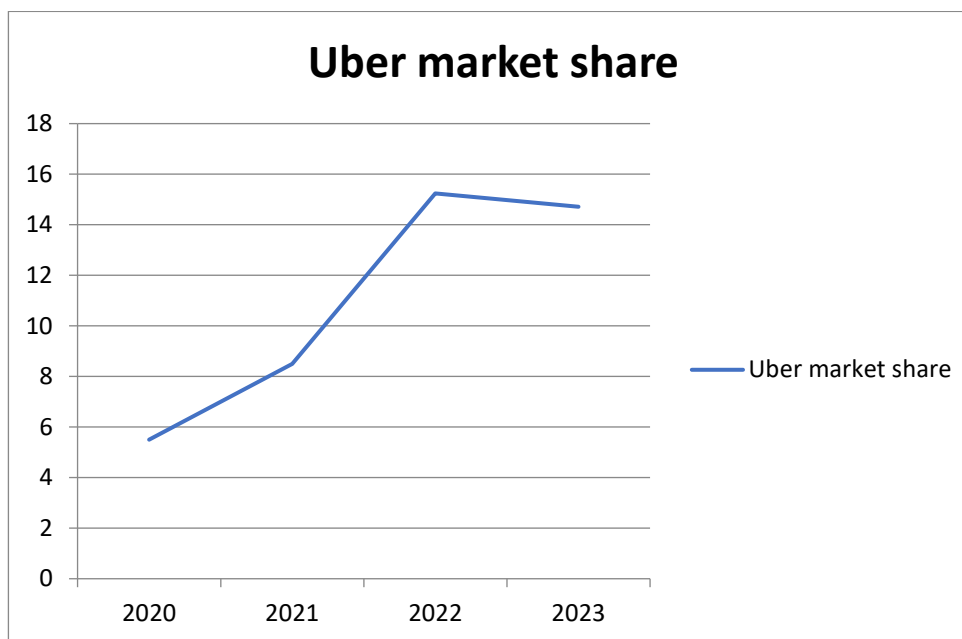
Figure (1): Uber market share

The horizontal axis of the matrix represents the relative competitive position and ranges from 0 to 1. The vertical axis represents the industry growth rate and ranges from -20 to +20. The industry growth rate was calculated as follows:

$$\frac{\textit{Total industry sales for year (N-1)} – \textit{Total industry sales for tear (N)}}{\textit{Total industry sales for tear (N)}}$$

Table (4): Industry growth rate

Industry	2020	2021	2022	2023
Uber eats	0.05	0.24	0.96	0.18
Uber freight	0.02	0.43	0.85	0.12
Uber self-driving cars	0.2	1.08	0.59	0.13
Uber health	0.12	0.81	0.79	-0.11
Uber rentals	0.08	1.19	0.75	-0.9
Uber express pool	0.8	2.94	0.74	0.2
Jump bikes	0	0.2	1.16	-0.4

Source: table prepared by the researcher.

Table (5): relative market share

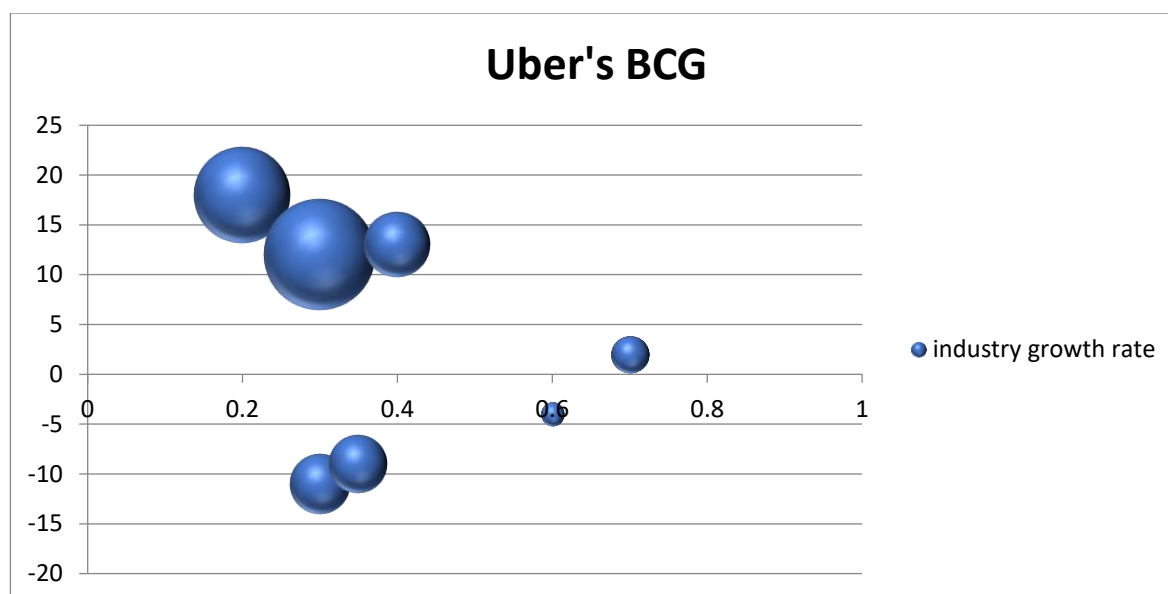| Relative market share	2020	2021	2022	2023
Uber eats	0.48	0.48	0.82	0.21
Uber freight	0.57	0.61	0.95	0.31
Uber self-driving cars	0.38	0.65	0.81	0.42
Uber health	0.21	0.34	0.41	0.32
Uber rentals	0.12	0.26	0.38	0.35
Uber express pool	0.02	0.10	0.15	0.7
Jump bikes	0.01	0.01	0.03	0.6

Source: table prepared by the researcher.

Figure (2): Uber's BCG analysis

Figure 2 shows the BCG matrix for Uber, The figure shows that Uber Freight has the largest market share of Uber products. However, Uber Eats has the highest relative importance among Uber products and is in the star quadrant with Uber Self Driving Car and Uber Freight. Uber Health and Uber Rentals are in the cow quadrant. However, Uber Rentals has the highest relative importance. In the question mark quadrant, Uber Express pool is the only one. In the dog quadrant, Uber Jump Bikes is the only one that needs to be eliminated.

The analysis of Uber's market share and growth rate between 2020 and 2023 reveals both progress and volatility in its competitive positioning. From 2020 to 2022, Uber experienced a **steady increase in overall market share**, driven by expanded digital services such as Uber Eats and Uber Freight. However, in **2023**, Uber recorded a **decline of 3.4%** in market share compared to 2022.

Meanwhile, Uber's main competitor, **Didi**, exhibited fluctuating dominance. Didi's market share:
1. Rose sharply to **84.88% in 2021**,
2. Dropped to **67.32% in 2022**,
3. Then rebounded to **75.93% in 2023**.

This fluctuation indicates high market sensitivity to digital service differentiation and local market conditions.
Despite the dip in 2023, Uber's **relative market share remains on a generally upward trend**, demonstrating resilience and strategic adaptability through its digital platforms.
Uber's market performance reflects the effectiveness of its **digital strategy** in capturing and retaining customer segments. However, the 2023 decline signals the need for **renewed focus on competitive differentiation**, particularly in international markets. Strengthening localization within digital services, supported by data analytics and AI-powered engagement, may offer Uber the edge needed to sustain growth amidst increasing competition.

4.2.2. Uber marketing mix analysis
The researcher studied and analyzed Uber's marketing mix items of product, place, pricing, and promotion. The researcher found the following:
 1. **Product:** Uber offers a range of services to its customers, including the following:
    a. Individual transportation services, where customers and drivers are connected through Uber applications that rely on cloud computing, the internet of things, social media and big data.

    b. Food delivery through its Uber Eats project, which allows customers to order food from some

restaurants and have it delivered to them wherever they are.

c. Freight transportation services through Uber shipping company, this is done by linking transportation companies with shipping companies.

d. Self-driving vehicle services. Through which Uber aims to lead the transportation market in the future.

e. Car sharing services, Uber provides it to its customers in order to reduce congestion and reduce costs for customers.

f. A service that offers multiple options for customers, Uber offers services at different prices, starting from economical prices and reaching luxury prices.

2. **Place:** Uber operates in over 10000 cities worldwide. Uber is expanding its services in the United States, Europe, and Latin America. Uber is a digital mobile app that connects customers with drivers.

3. **Price:** In order to ensure the highest revenues with the most efficient distribution of drivers, Uber relies on dynamic pricing. This pricing is based on the application of the law of supply and demand, with a focus on analyzing traffic and weather, as well as the number of cars available in the demand area. Uber also relies on pricing the services provided to customers on competitive prices that are lower than traditional taxis in order to attract customers. It also seeks to offer different levels of prices for different levels of services, represented by Uber Pool, Uber Black, and Uber X. It seeks to satisfy different customer preferences and meet their needs. Uber also provides a service to know the estimated price of the trip before starting the trip. Thus, it provides an advantage to the customer that helps him make the most appropriate choice.

4. **Promotion:** Uber offers promotional services and creative methods to promote its products and increase revenue; these promotional methods are as follow:
   a. Bonus for every existing customer who brings a new customer.

   b. Discount up to 50% on the first ride for every new customer who joins Uber customers.

   c. Discounts for customers through partnerships with major brands, such as Starbucks, and Nike.

   d. Discounts for customers during public holidays.

   e. Discounts for customers on their special occasions such as their birthdays.

   f. Uber sponsors sporting and cultural events such as marathons.

   g. Uber has banners and promotions in competitors' area such as bus stops and public transportation.

4.2.3. Financial statements

In order to study the role of digital strategy in enhancing digital marketing at Uber, it was necessary to read and understand the company's financial statements over more than one financial period. Accordingly, the necessary data was collected by obtaining Uber's financial statements over the past four years, starting from 2020 to 2023.

Financial statements are very important tools for evaluating companies' performance and knowing how to exploit and manage their resources, these statements consist of the following:

- **Income statement**

This list relates to the company's revenues and expenses that it paid to cover certain costs related to the company's sales. We find in this list the following:

- Revenue and sales (includes all costs at which products or services were sold or returns on

investments).

- Accrued expenses include payments made by the company on sales and are represented by (cost of goods, Cost of shipping and transportation, Cost of manufacturing).

- Income from core operating activities, It is reached after calculating all costs and expenses, starting from marketing the product, through workers' salaries, machine maintenance expenses, and even equipping offices and paying administrative expenses, until the company's operating profit is extracted.

The researcher was able to obtain Uber's income statement for the four years from 2020 to 2023, which appears as follows:

Uber income statement for 2020 – 2023

Statement (USD)	2020	2021	2022	2023
Total revenue	11.14B	17.46B	31.88B	37.28B
Cost of goods sold	(7.20B)	(11.88B)	(22.73B)	(25.72B)
Gross profit	3.94B	5.57B	9.14B	11.56B
Research and development	(2.12B)	(2.05B)	(2.80B)	(3.16B)
General expenses	(6.15B)	(7.31B)	(7.40B)	(7.19B)
Operating expenses	(8.27B)	(9.37B)	(10.19B)	(10.35B)
Operating income	-4.32B	-3.79B	-1.05B	1.21B
Non-operating income	-2.62B	2.66B	-8.38B	1.12B
Income before taxes	-6.95B	-1.03B	-9.43B	2.32B
Ownership rights in profits	-34.00M	-37.00M	107.00M	48.00M
Taxes	192.00M	492.00M	181.00M	-213.00m
Non-controlling minority rights	20.00M	74.00M	-3.00M	-269.00m
Other expenses after taxes	0.00	0.00	0.00	0.00
Net income before discontinued operations	-6.77B	-496.00B	-9.14B	1.89B
discontinued operations	0.00	0.00	0.00	0.00
Net income	-6.77B	-496.00B	-9.14B	1.89B
Total operating expenses	15.46B	21.25B	32.93B	36.08B

Source: http://sa.investing.com/equities/uber-technologies-in (21.06.2024.)

The researcher found the following from reading Uber's income statements for the years 2020 – 2023:

1. There is a continuous significant increase in total revenue; Total revenue is increasing year after year, the increase was 56.7% in 2021 compared to the previous year. Revenue also increased by 82.62% in 2022 compared to the previous year, this is a huge increase rate. It indicates that the company is adopting a successful marketing strategy that enables it to attract new customers, as shown by the huge increase in total revenue, this increase continued in 2023 by 16.95% compared to 2022.

2. There is a continuous significant increase in operating expenses; operating expenses is increasing year after year, the increase was 13.3% in 2021 compared to the previous year. Operating expenses also increased by 8.75% in 2022 compared to the previous year, this increase continued in 2023 by 1.57% compared to 2022. It indicates that the company is adopting a successful marketing strategy, The Company relies on a continuous increase in marketing expenses that appear in the general expenses item, which the financial statements showed an increase year after year, The Company also relies on increasing research and development expenses that increase year after year. This indicates the company's keenness to retain its customers after it succeeded in attracting them through the increase in marketing expenses. This confirms the role of the digital strategy represented in its four dimensions: cloud computing, Internet of Things, social media, and big data in enhancing digital marketing

represented in its five dimensions: attracting customers, retaining them, engaging customers, learning, and good communication with customers.

5. Conclusions:

This study examined the role of **digital strategy**—represented by cloud computing, the Internet of Things (IoT), social media, and big data—in enhancing **digital marketing** performance at Uber. Through practical application and data analysis, the researcher reached the following conclusions, which are supported by recent literature:

1. **Cloud Computing**

Uber's reliance on cloud computing allowed it to minimize infrastructure and maintenance costs while enabling flexible access to services and data storage. These efficiencies helped the company reduce costs for end-users, ultimately enhancing customer attraction, engagement, and retention. This finding aligns with (Yendra, 2023), who emphasized that cloud-based infrastructures strengthen financial performance by reducing CAC (Customer Acquisition Cost) and improving ROI.

2. **Internet of Things (IoT)**:

Uber's experimentation with autonomous vehicles illustrates the practical application of IoT in enhancing customer experience and innovation. IoT data enabled Uber to better understand customer behavior, optimize its services in real time, and create tailored solutions. These conclusions mirror those of (Leischnig et al, 2017), who found that digital strategy, when combined with real-time market intelligence from IoT, significantly improves value creation and market performance.

3. **Social Media**:

Uber's extensive social media presence has contributed to increased brand awareness, trust, and engagement. With millions of followers and measurable interaction rates, Uber has effectively used platforms such as Facebook, Instagram, and Twitter to attract and retain customers while lowering marketing costs. This outcome is consistent with (Sayudin et al, 2023), who argue that integrated social media strategies are essential for building brand loyalty and driving business effectiveness.

4. **Big Data**

Uber's use of big data analytics allowed it to gain deep insights into customer preferences, optimize marketing campaigns, and personalize service delivery. This has improved customer satisfaction and enhanced retention. These findings are supported by (Wu et al, 2024), who demonstrated that firms utilizing big data are better positioned to align marketing with evolving customer expectations and market conditions.

5. In summary, Uber's case validates a growing body of research asserting that digital strategy is a key driver of digital marketing success. When implemented cohesively, the four dimensions of digital strategy directly support the five pillars of digital marketing: **attraction, engagement, retention, learning**, and **communication**. The study not only reinforces existing theoretical models but also contributes a practical example of strategic digital integration in a real-world context.

6. Recommendations:

Based on the research findings, the following recommendations are proposed:

1. **Adopt a comprehensive digital strategy**
   Ride-hailing companies, including Uber and its competitors, should invest in strengthening all four dimensions of digital strategy—cloud computing, IoT, social media, and big data— as they are proven drivers of effective digital marketing.

2. **Prioritize market share recovery**
   Despite revenue growth in 2023, Uber experienced a decline in overall market share. The company should prioritize regaining market position by leveraging digital marketing tools focused on **customer loyalty, retention, and engagement**, particularly through social media.

3. **Capitalize on high-potential products**
   Uber should continue to develop **Uber Eats, Uber Freight, and Self-Driving Cars**, as they exhibit both high growth and high market share. These services represent strategic opportunities for long-term profitability.

4. **Maintain strategic but low-growth products**
   Services such as **Uber Health** and **Uber Rentals**, though showing limited growth, maintain a strong market share and generate revenue. These should be preserved as stable revenue streams.

5. **Invest in emerging services**
   Uber Express Pool presents significant growth potential despite its current low market share. Focused investment could help Uber capture untapped customer segments and differentiate from competitors.

6. **Divest from underperforming services**
   Jump Bike, which demonstrates both low market share and growth, is no longer viable. Uber is advised to discontinue investment in this service and reallocate resources to more promising areas

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