

Filemail's New 30 GB Limit Successfully Converts Many Cloud Drive Users



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Summary **It might seem that cloud drive popularity made file sharing Web applications obsolete. Yet some of them started to fight back, offering data limits much beyond what OneDrive or Google Drive offer. And it seems to be working.**

Details Filemail– a popular Norwegian site used by people and businesses all over the world to transfer and share large files – was the first one to set the bar higher. Three months ago, on 11 December 2013, its owners decided to raise the basic data limit 15 times over: from 2 GB to 30 GB.

This means unregistered users can now share any number of files up to 30 GB each. Download links stay active for full 7 days. At the same time, the limit for paying users has been removed entirely, allowing them to simultaneously share hundreds of gigabytes with downloads active up to 90 days.

The change was covered by MakeUseOf, Smashing Magazine and many smaller blogs. New fans started flowing in shortly after. According to Filemail, the number of daily visitors rose by 15% in January, compared to last year's average. It kept climbing in February as well.

Fighting back with huge amounts of free space and bandwidth sounds great for users. But is it sustainable? Filemail CEO Njal Gjermundshaug had this to say:

"It would be impossible for us to achieve this if we had to use cloud infrastructure delivered by Microsoft, Amazon etc. that our competitors use."

Instead of buying the cloud space from big providers, Filemail has spent several years expanding its own centres all over the world. As a result, the team is confident they will be able to outmatch even the largest services.

New users also point out one important part: convenience. As one fresh Filemail convert puts it:

"I recently found I use my cloud drive less and less. Whatever the size is, you're going to fill it sooner than later. Once it's full, sharing anything requires you to do a lot of shuffling between your local and online storage. That's why I now simply share videos and big picture collections through Filemail."

While the share-and-forget, no-registration-required nature of Filemail sounds perfect for cloud-challenged, Filemail team thinks it's not only about making life easier. They believe that a specialized tool designed and tuned for one purpose can always outperform a general use solution – and they work hard to prove that.

The fact their service keeps growing only seems to support this.

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Quotes  *“It would be impossible for us to achieve this if we had to use cloud infrastructure delivered by Microsoft, Amazon etc. that our competitors use.”*

— Njal Gjermundshaug, Filemail CEO

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— One of the new Filemail users

About Filemail

Filemail.com is a Norwegian based service for sending large files. The service has been online since 2008 and served over 50 million files. Filemail was the first service to provide a 2GB sending limit without registration to its user and its popularity has continued to grow through the years since.