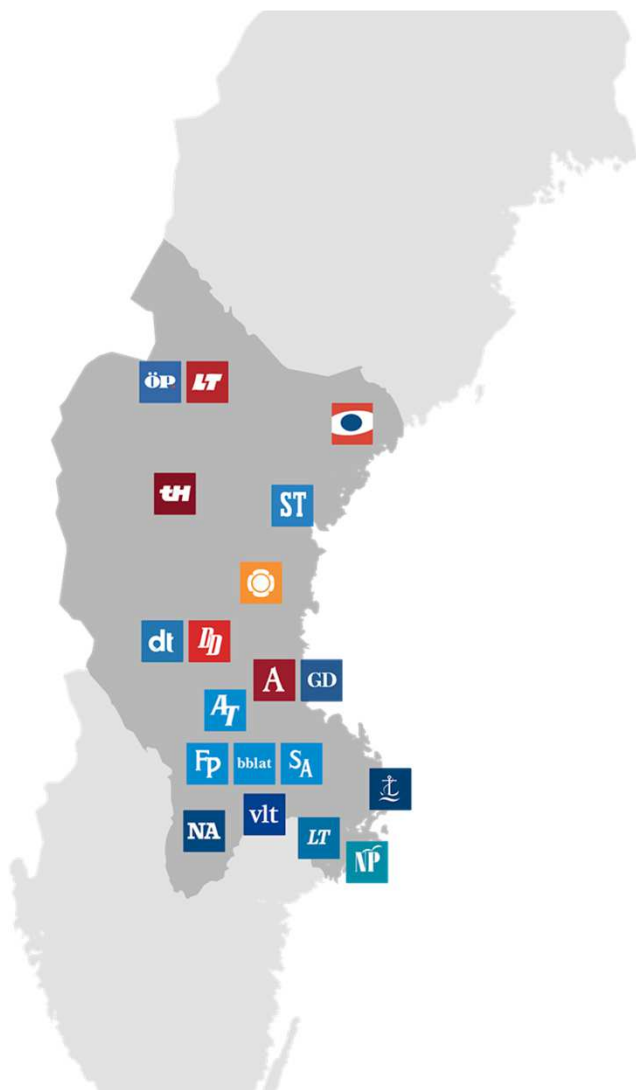


1. Product management based on business needs
2. Case: Anti-churn
3. Lessons learned

Katarina Ellemark

Product manager public products

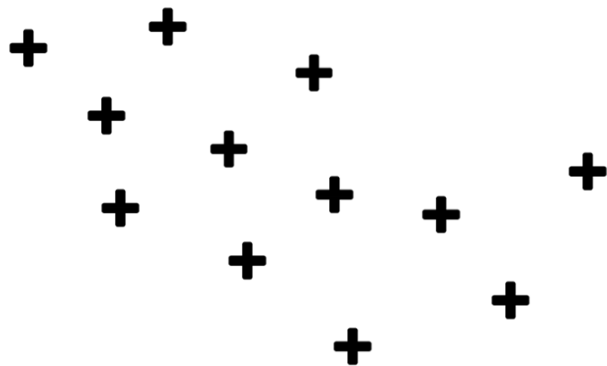




BONNIER



Sweden's largest **local** media group

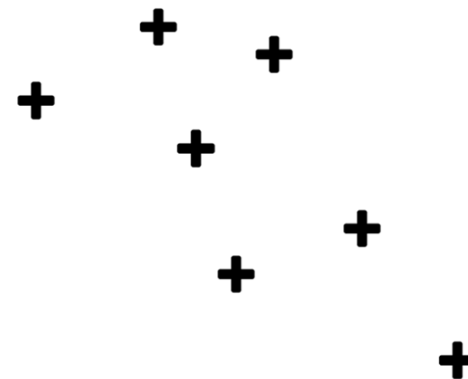


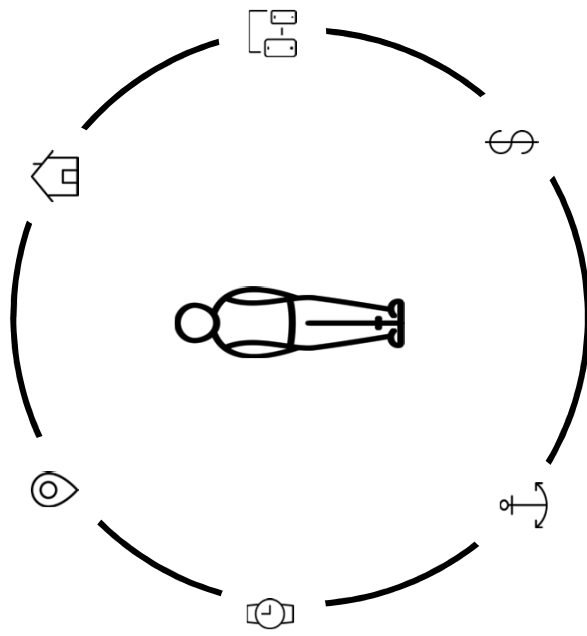
2014

2016

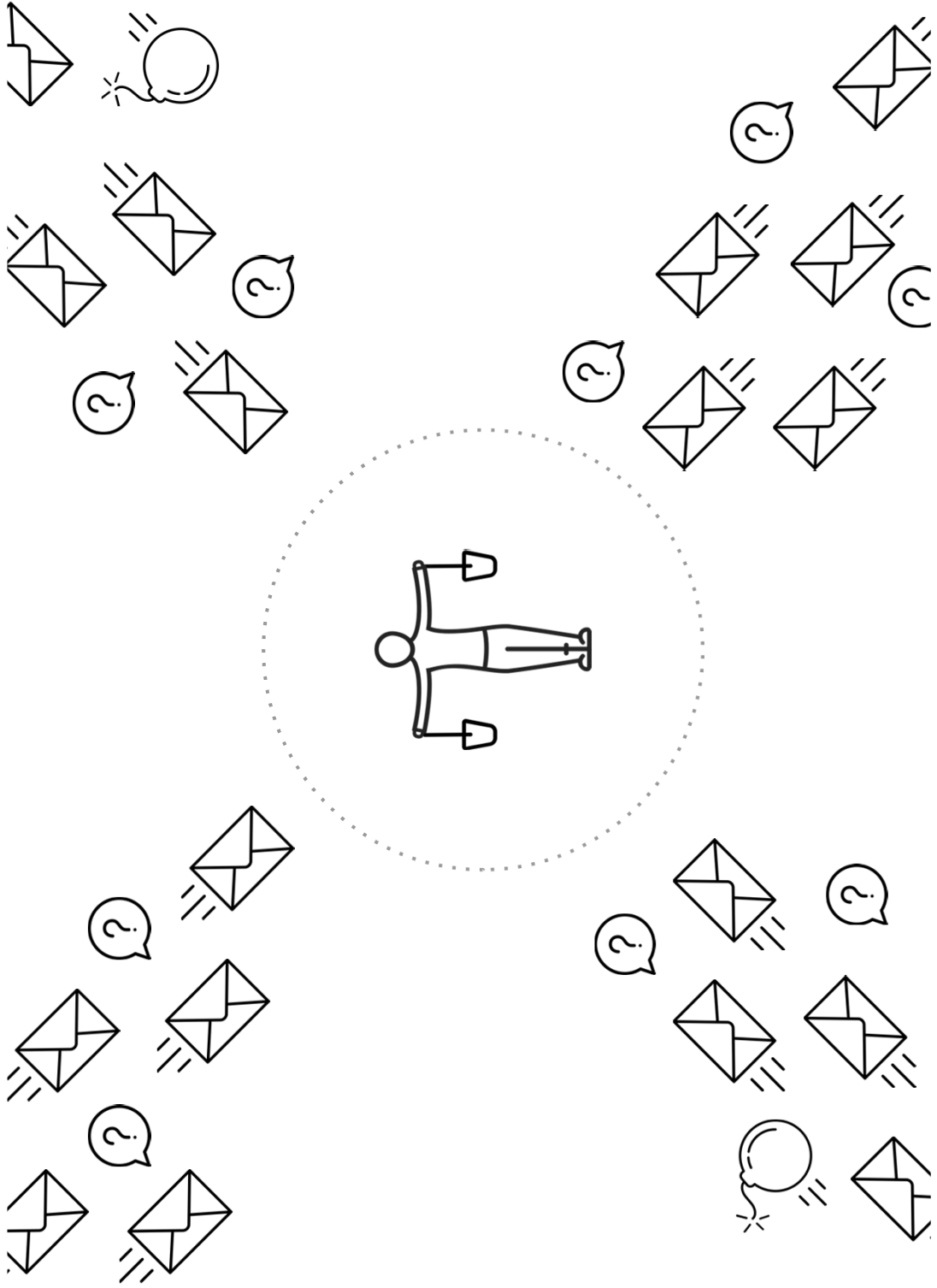
75 000 **digital only** subscribers

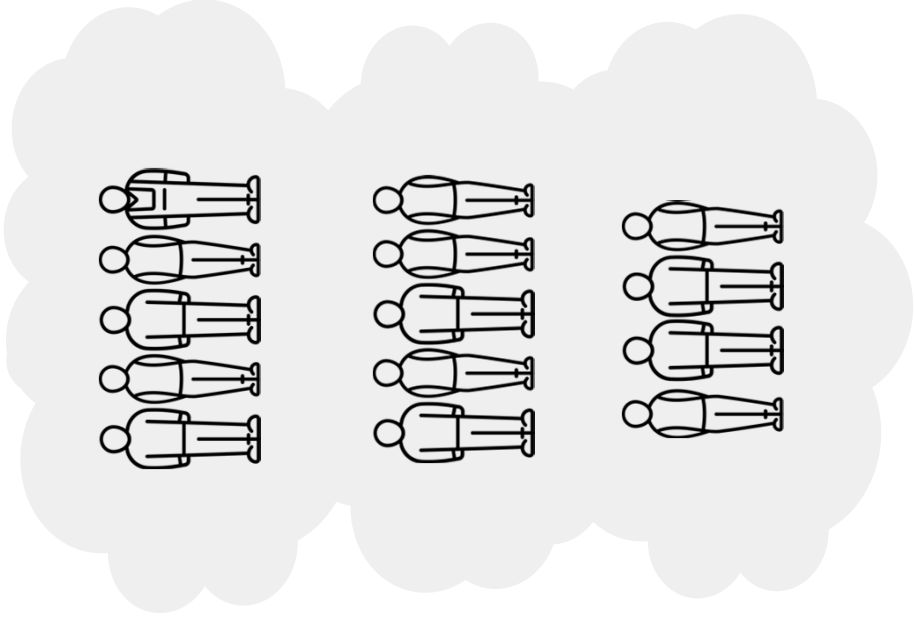
Total number of **digital subscribers** 280 000



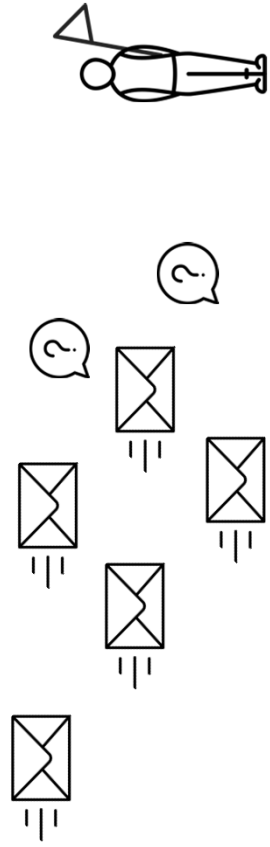


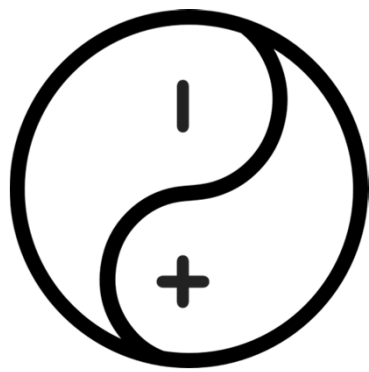
1. Product management based on business needs
2. Business case: Anti-churn
3. Lessons learned





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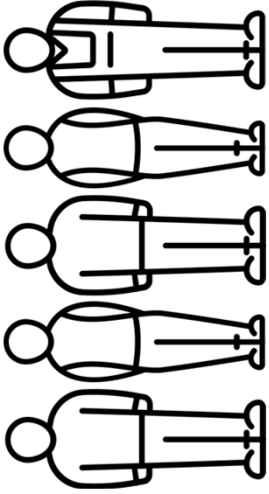




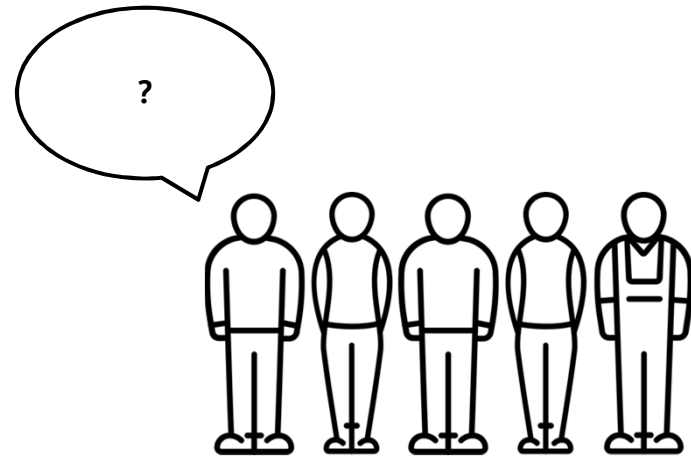
1. Product management based on business needs
2. Case: Anti-churn
3. Lessons learned

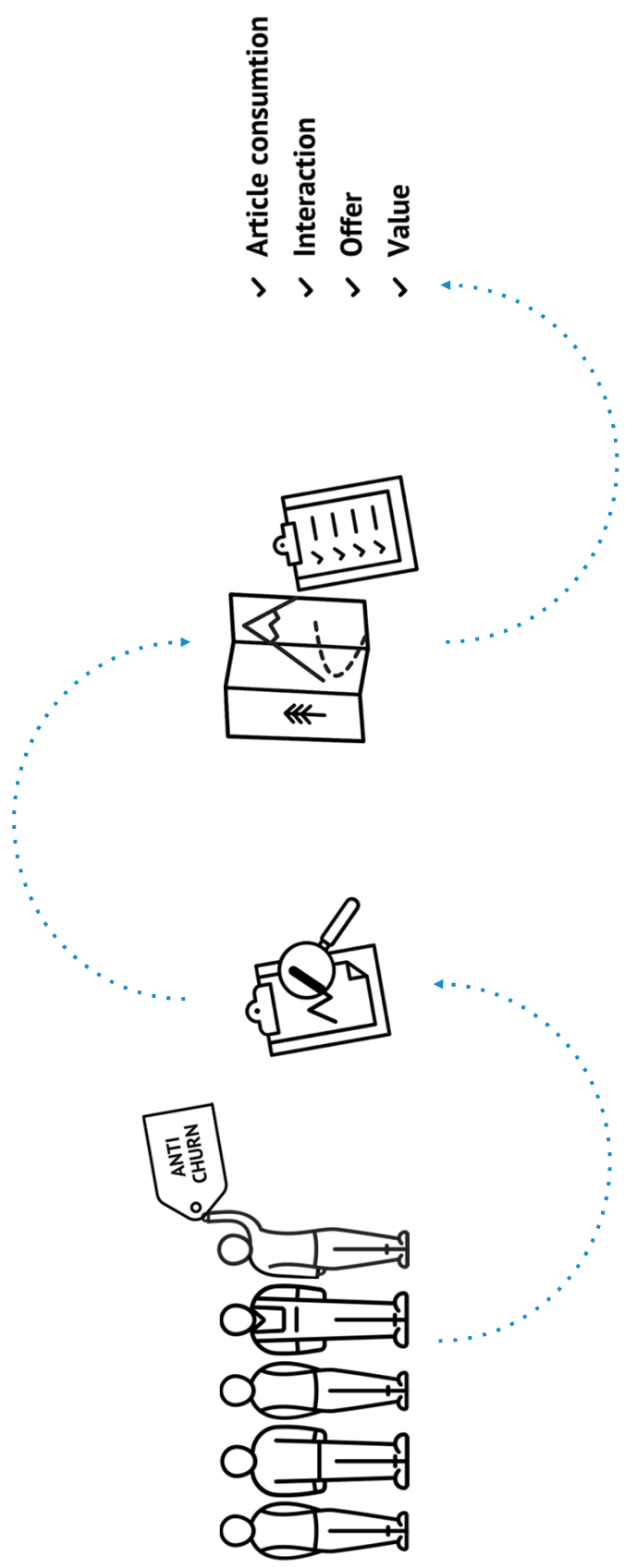
ANTI
CHURN

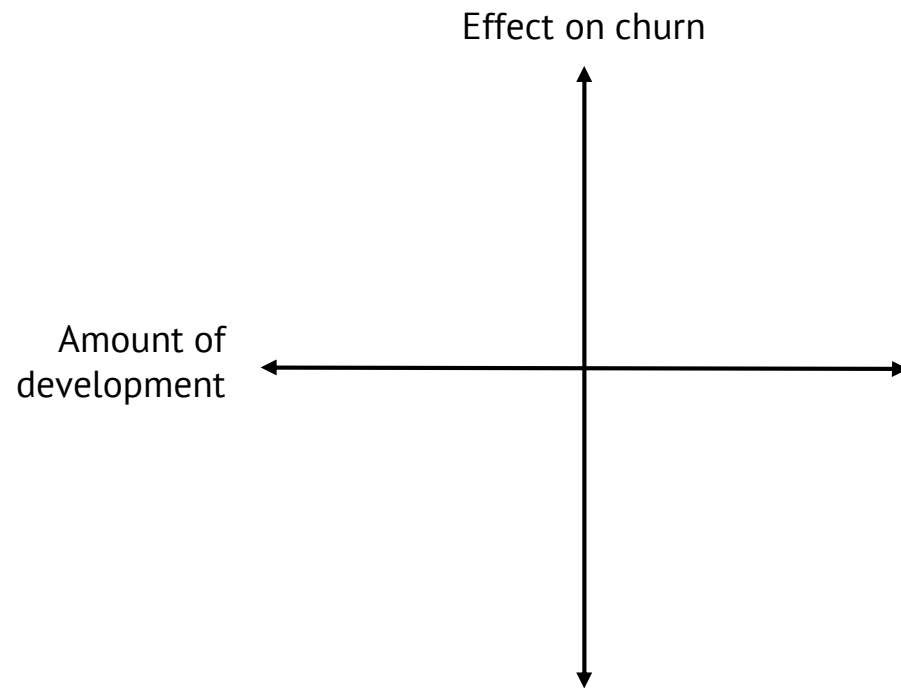
FAMILY
ACCOUNT

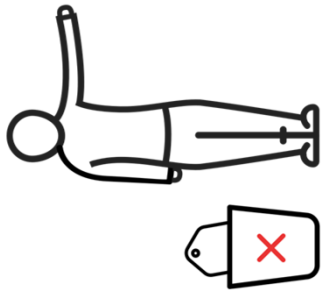


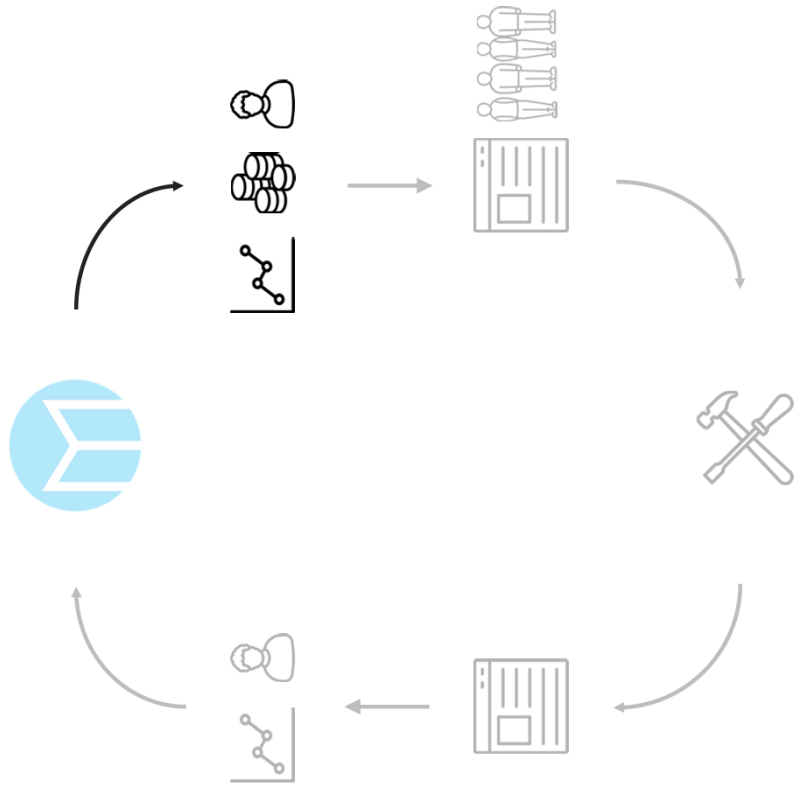
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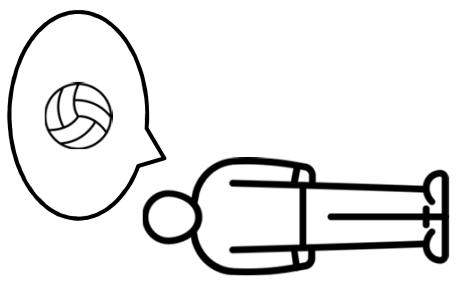
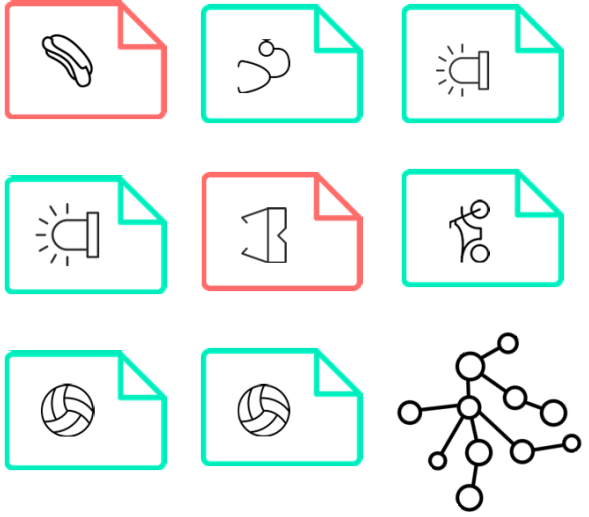
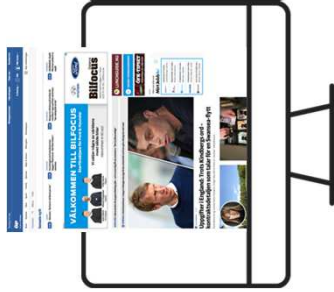


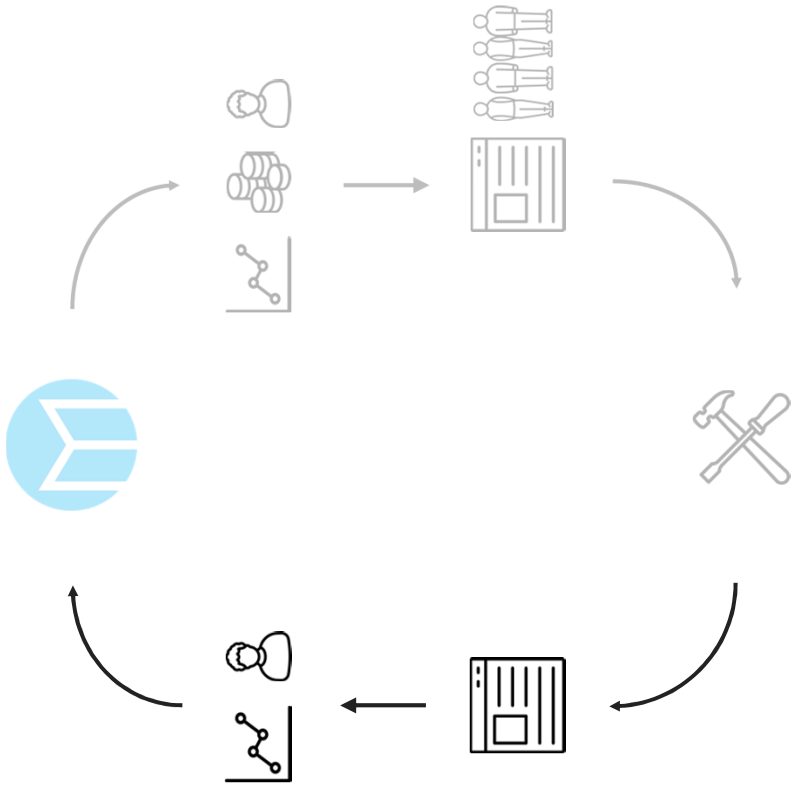
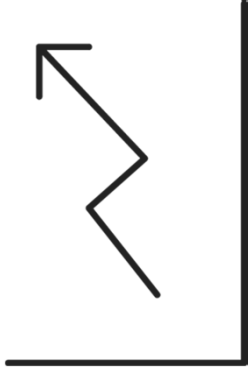




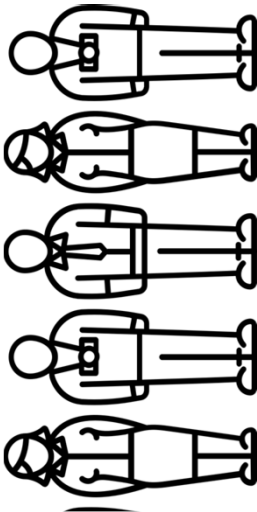
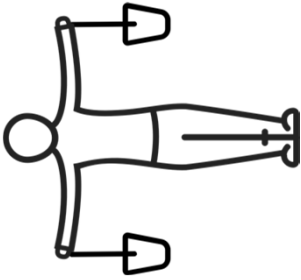
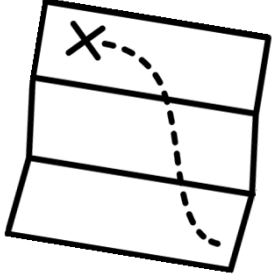


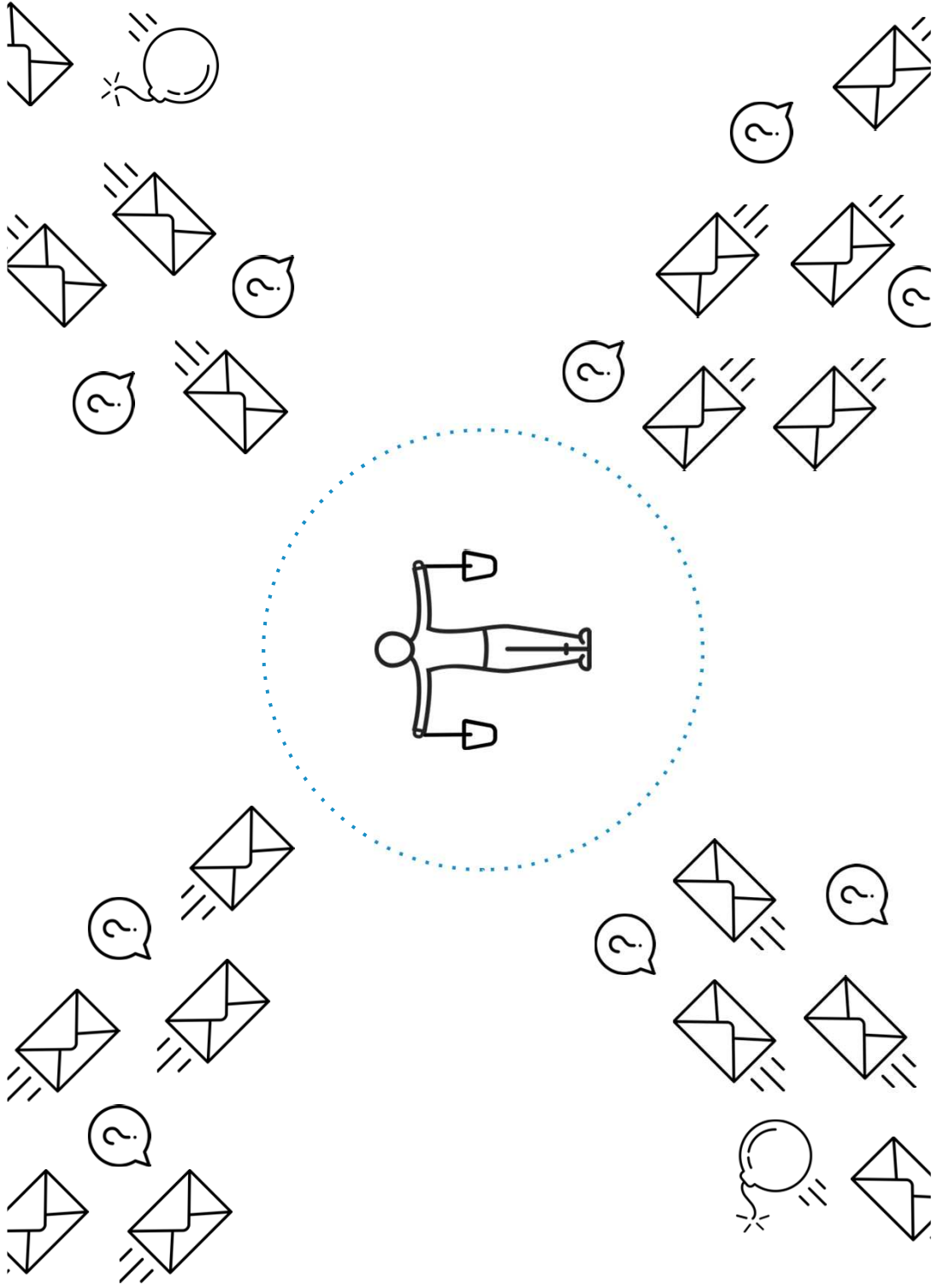


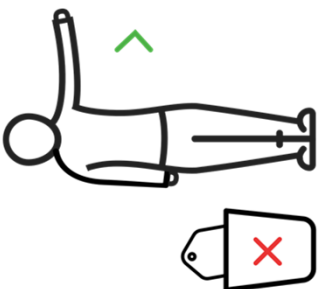
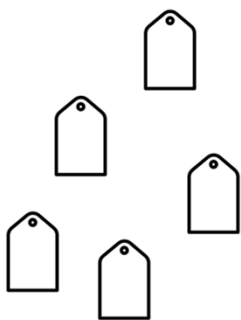
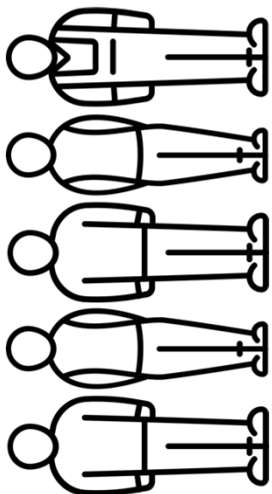


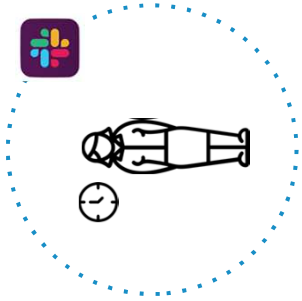
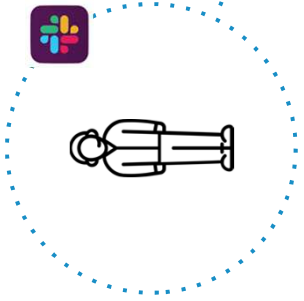
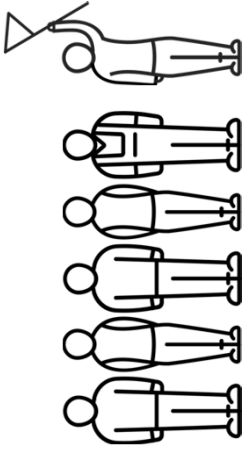
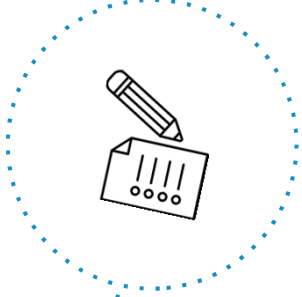
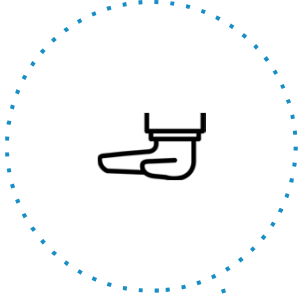


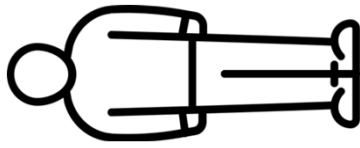
1. Product management based on business needs
2. Case: Anti-churn
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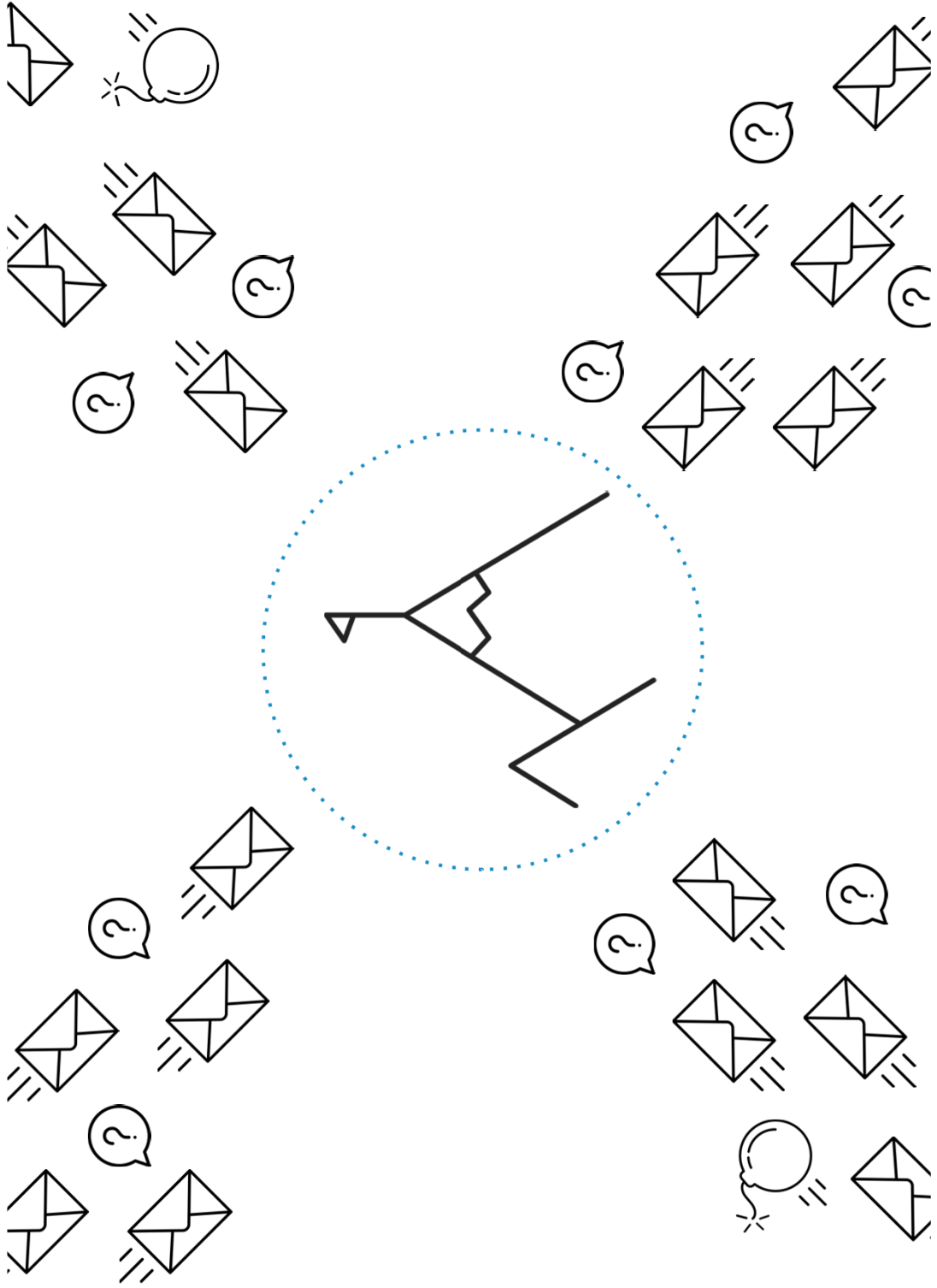






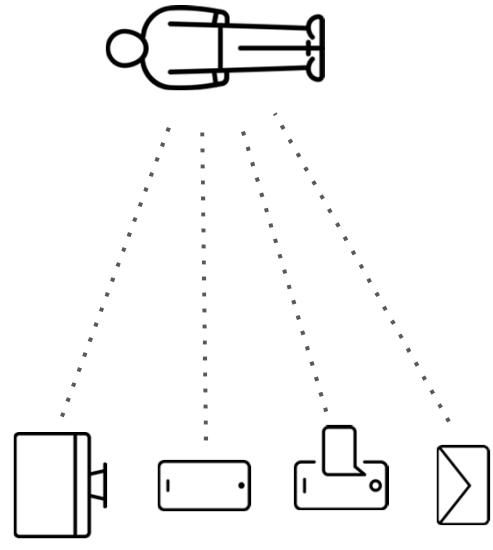
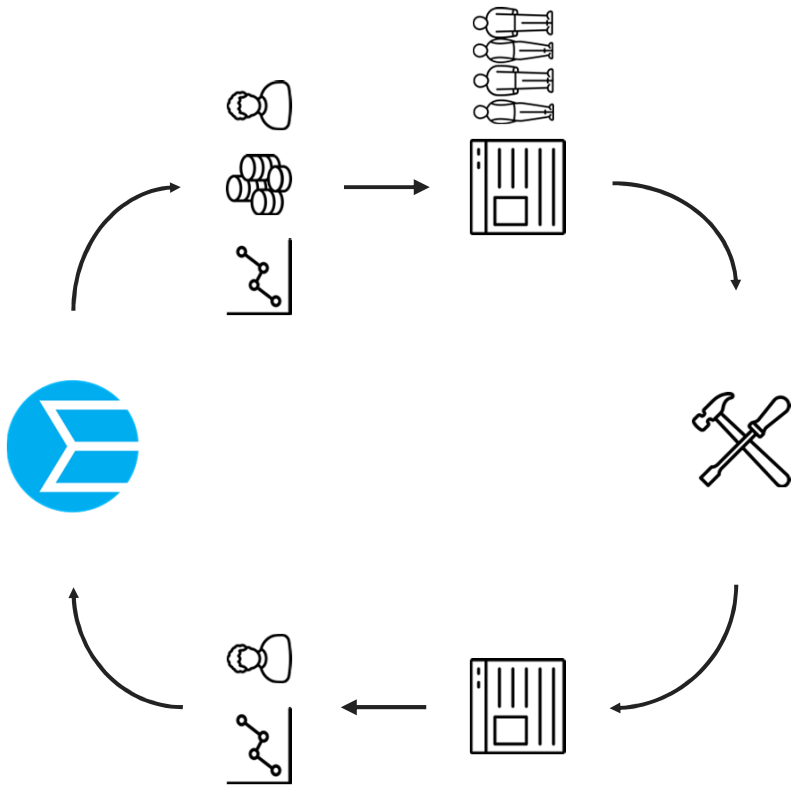








katarina.ellemark@mittmedia.se



DMÜ

