1. Product management based on business needs
2. Case: Anti-churn
3. Lessons learned
Katarina Ellemark
Product manager public products
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
1. Product management based on business needs

2. Case: Anti-churn

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