

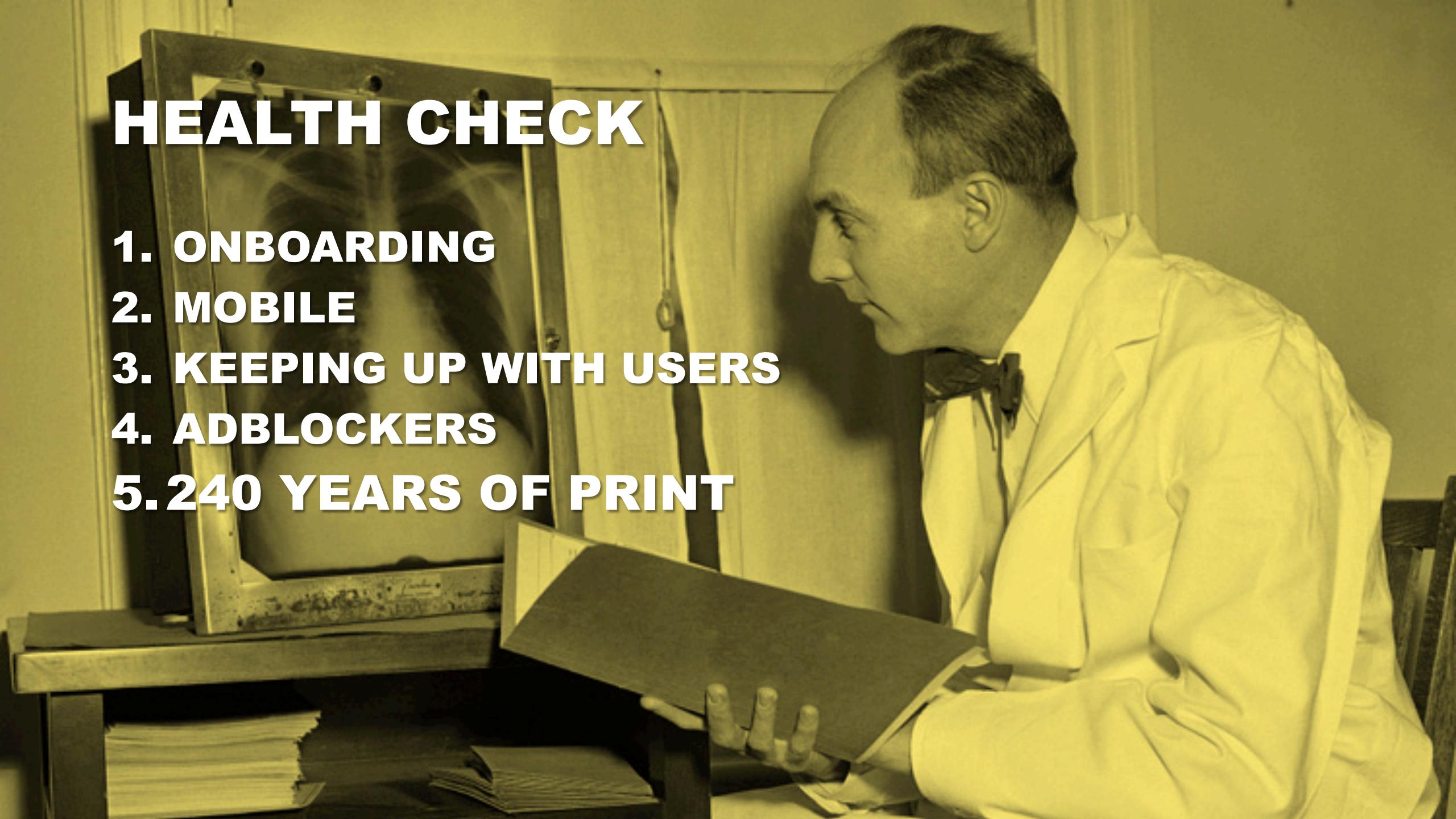
**GUL OG  
GRATIS.DK**

**THOUGHTS FROM  
A 25 YEAR OLD**



# HEALTH CHECK

1. ONBOARDING
2. MOBILE
3. KEEPING UP WITH USERS
4. ADBLOCKERS
5. 240 YEARS OF PRINT



# ONBOARDING

- SITE FOR SUPER USERS
- OLD CODE

# ONBOARDING

- **BACK TO BASICS → KILL THE FEATURE CREEP**
- **MICRO SERVICES**

# MOBILE

- **REVENUE IS HOPELESS:  
1:10 TO DESKTOP  
1:1000 TO PRINT**
- **CHANGING SCREEN FORMAT**
- **MOBILE WAY OF THINKING**

# MOBILE

- NEW PRODUCTS
- DESIGNING FOR MOBILE FIRST
- SIMPLIFYING PRODUCT AND PROCESS
- YOUNG BLOOD

# KEEPING UP WITH USERS

- **USER JOURNEYS**
- **MULTIPLE PLATFORMS**
- **NEW KIND OF USAGE**
- **DATA**

# KEEPING UP WITH USERS

- **BIG BIGGER BIGGEST DATA**
- **DMP**
- **MAPPING BEHAVIOR**

# ADBLOCKERS

- LOAD TIME
- RETARGETING
- I HAZ ADBLOCKER?



# ADBLOCKERS

- RELEVANS
- AMP – SPEED MATTERS
- DMP



# 240 YEARS OF PRINT

- NOT KEY PRODUCT
- NO DIGITAL INSIGHT
- BLEEDING MOTHERSHIP



# 240 YEARS OF PRINT

- NO SOLUTION YET :-P

?



THANK YOU!