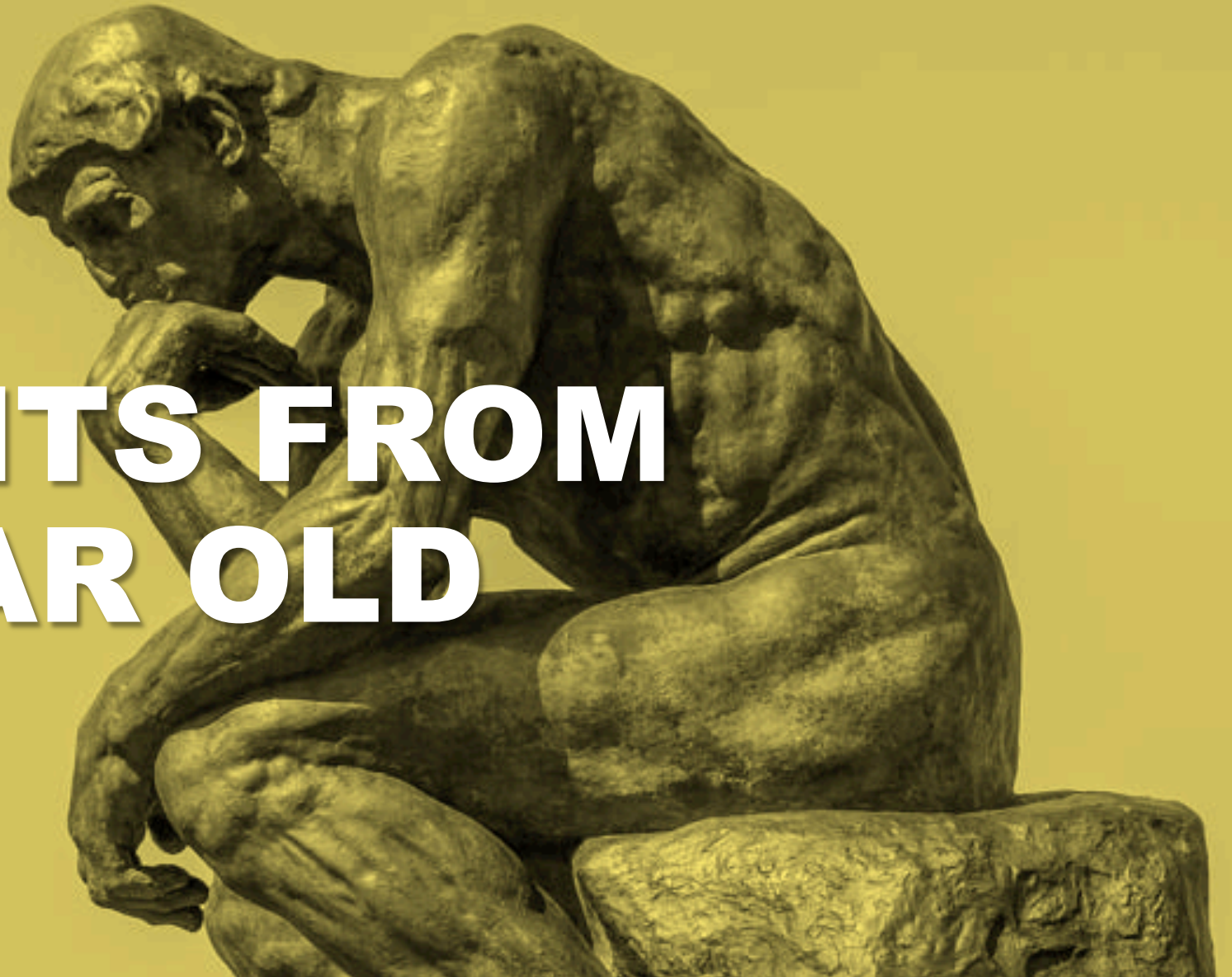


**GUL OG
GRATIS.DK**

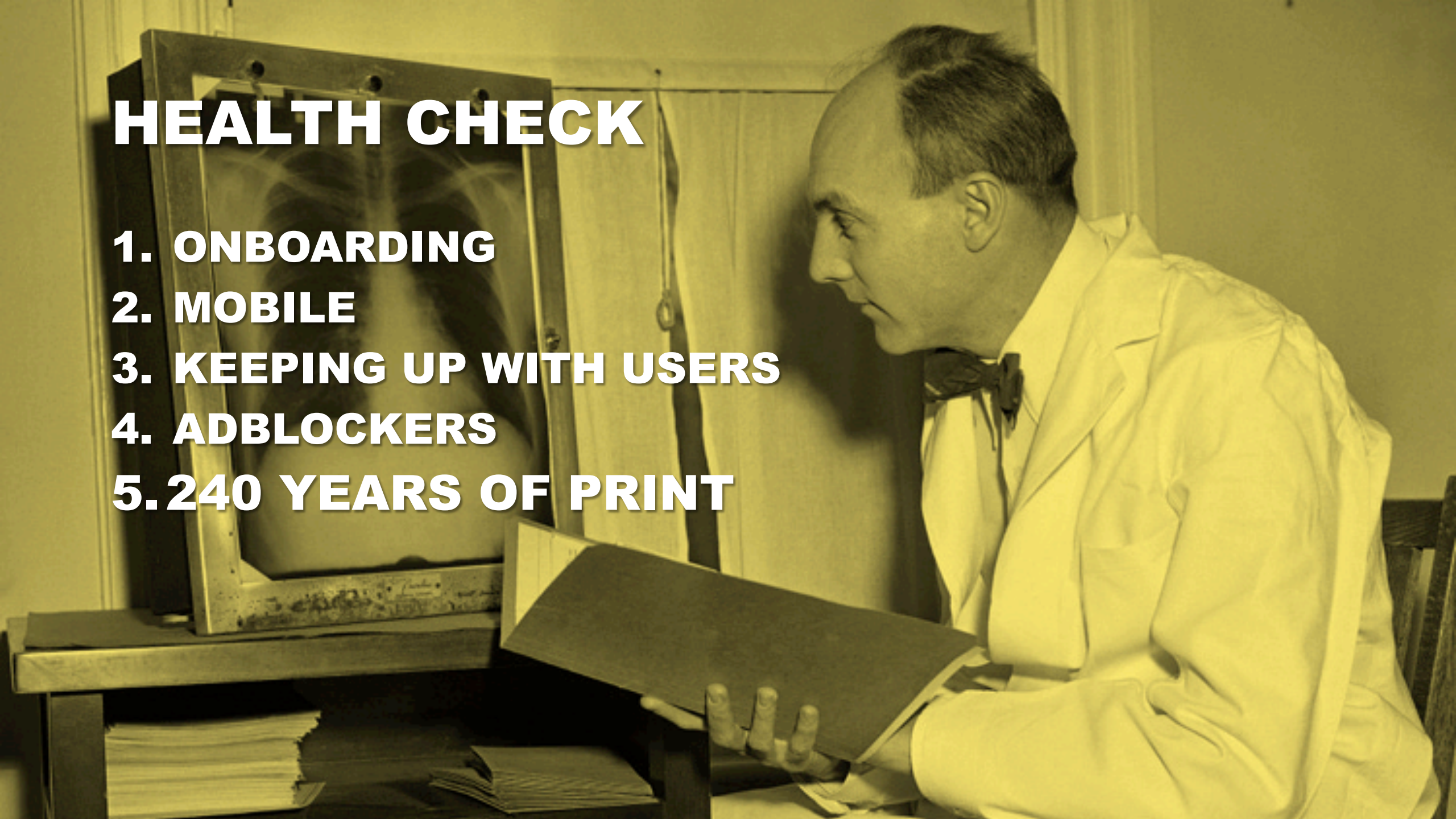


THOUGHTS FROM A 25 YEAR OLD



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**



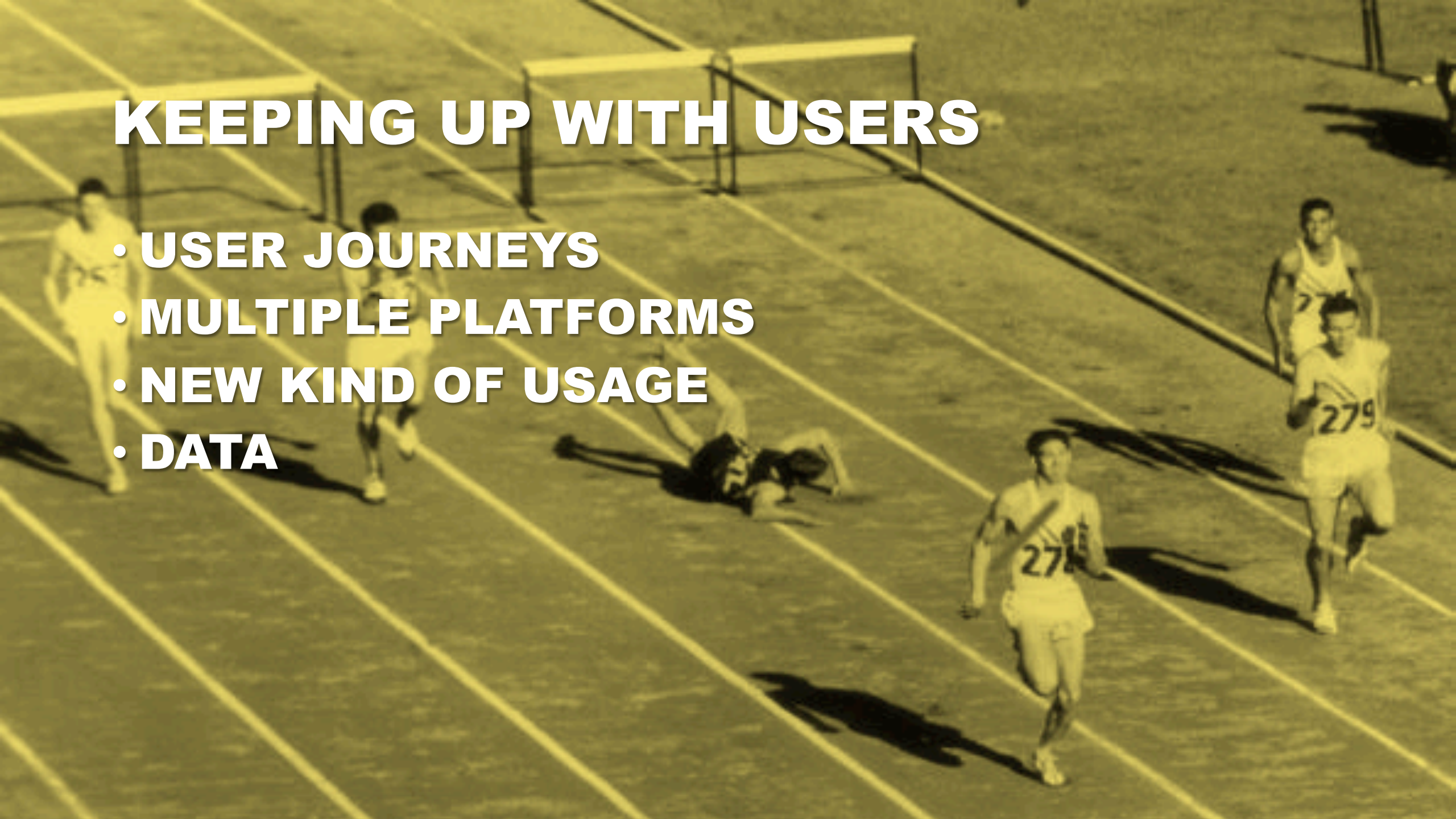
MOBILE

- **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



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THANK YOU!