



mofibo

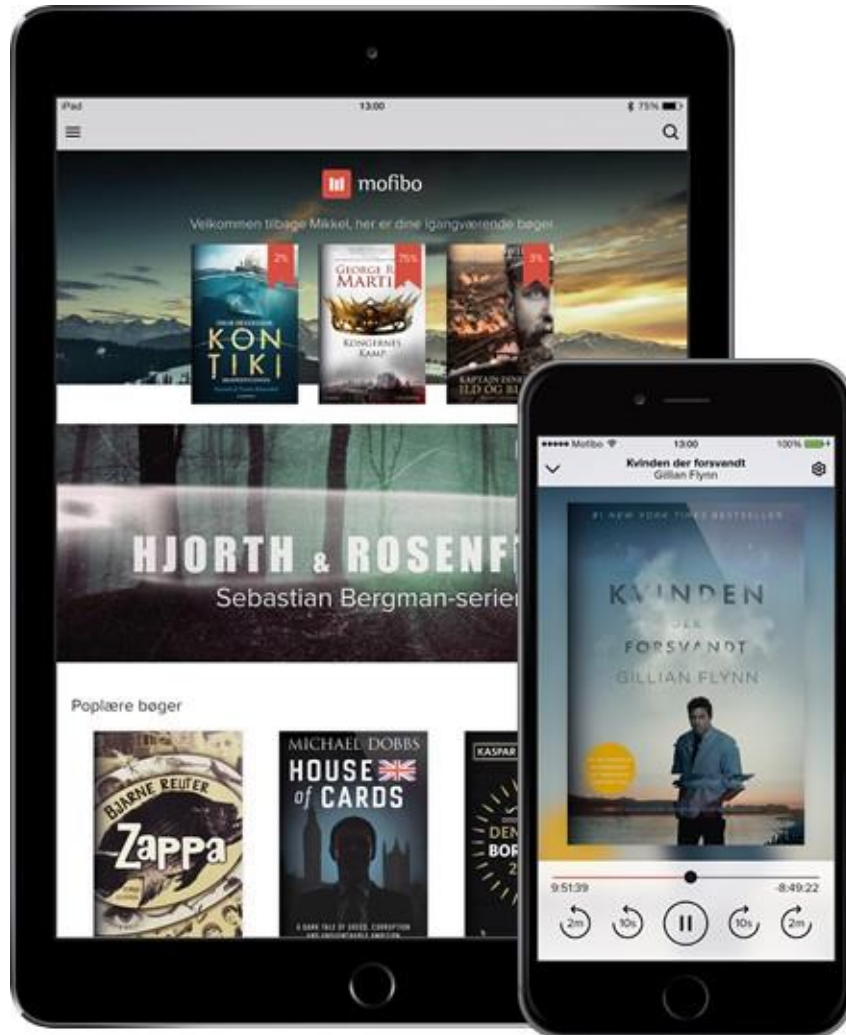


**storytel**



mofibo

# What is Mofibo?



- Unlimited reading, for a fixed monthly fee, on smartphones and tablets – even when users are offline.
- Thousands of high-quality titles and audiobooks from every type of genre.
- Launched in summer 2013 (60% digital book market share in DK)
- Funded by Morten Strunge, Seed Capital (VC) and Sunstone (VC)
- Launched in Sweden autumn 2014
- Exit to Storytel May 2016

# The DNA



**We are not part of the book  
industry...**

**we are part of the  
entertainment industry**



The future of entertainment services

Relevance & accessibility



# The Job



# Data Driven Culture

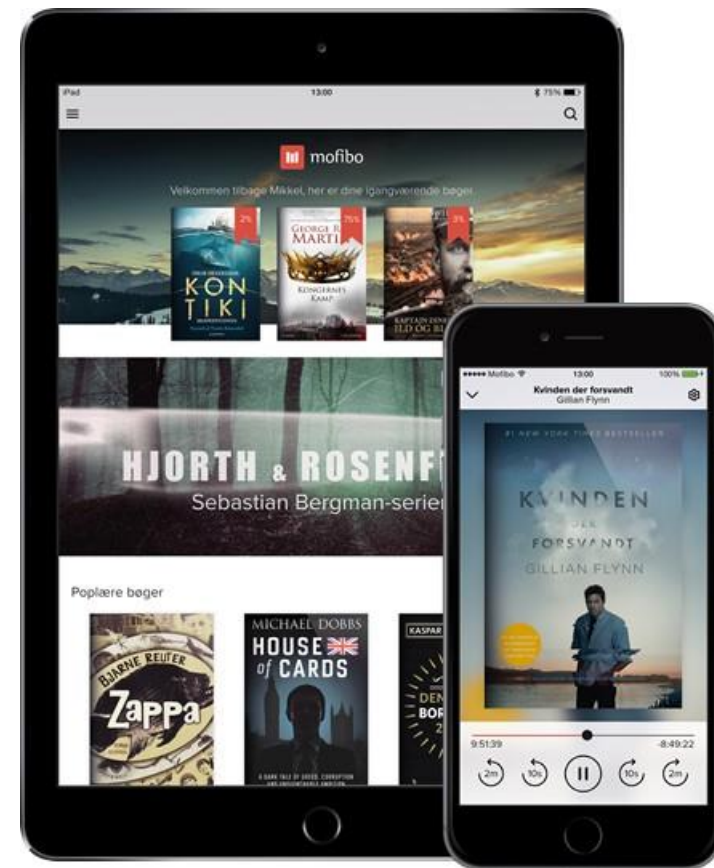
# Foundation

 **75.000.000 pages read p/month**

 **+750.000 books read p/month**

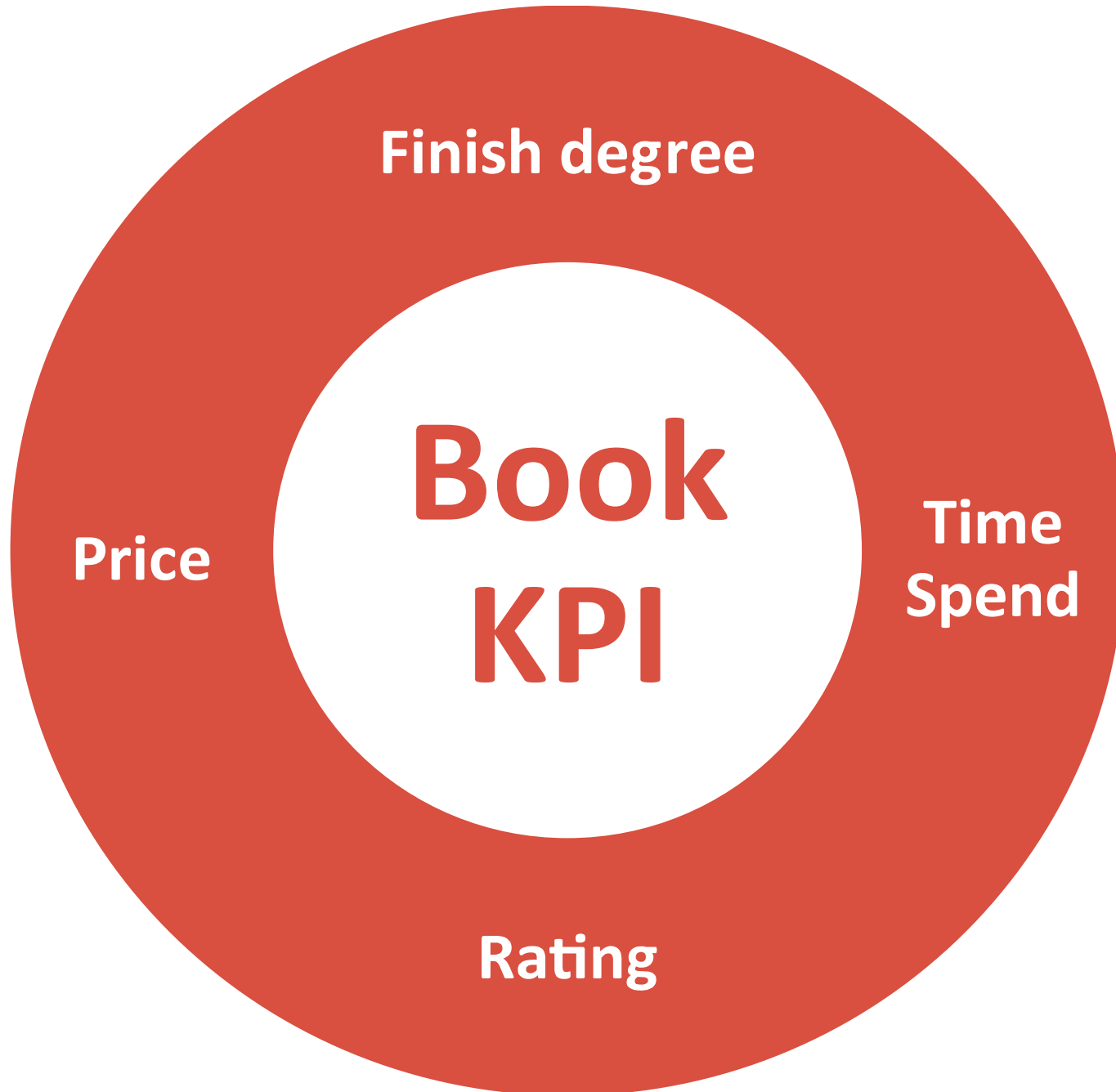
 **4.000.000 audio hours p/month**

 **25.000 new ratings & reviews p/month**



# Business & Organization

# People



Finish degree

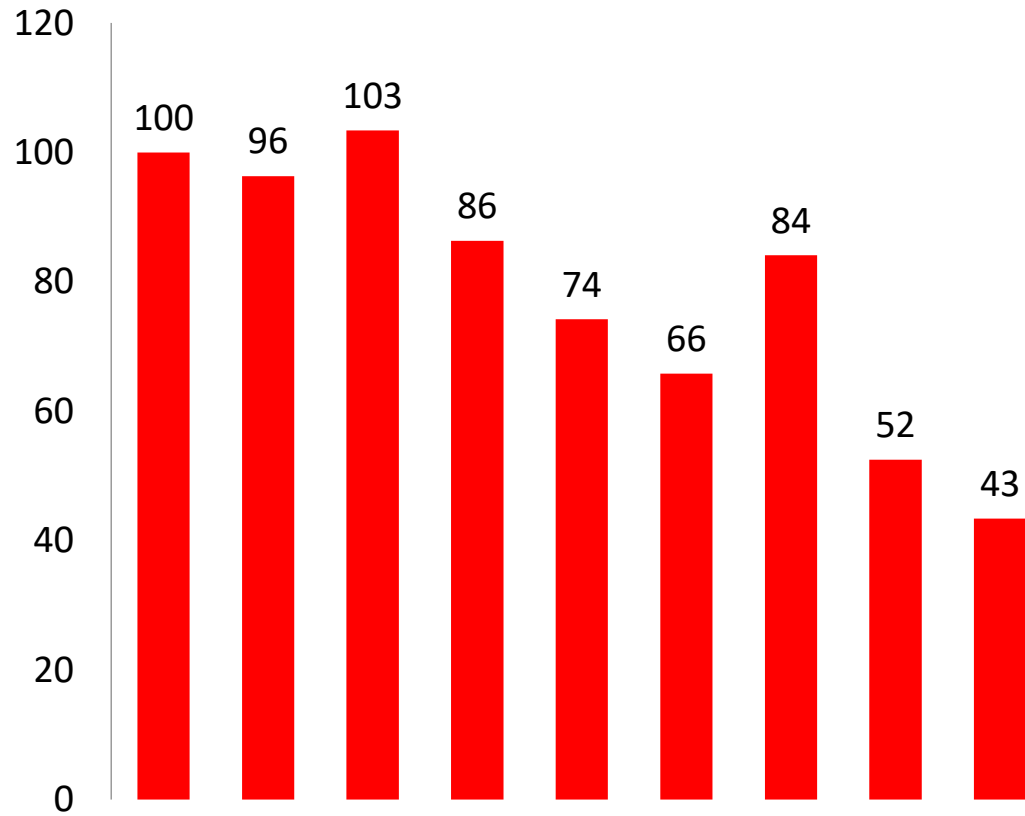
**Book  
KPI**

Time  
Spend

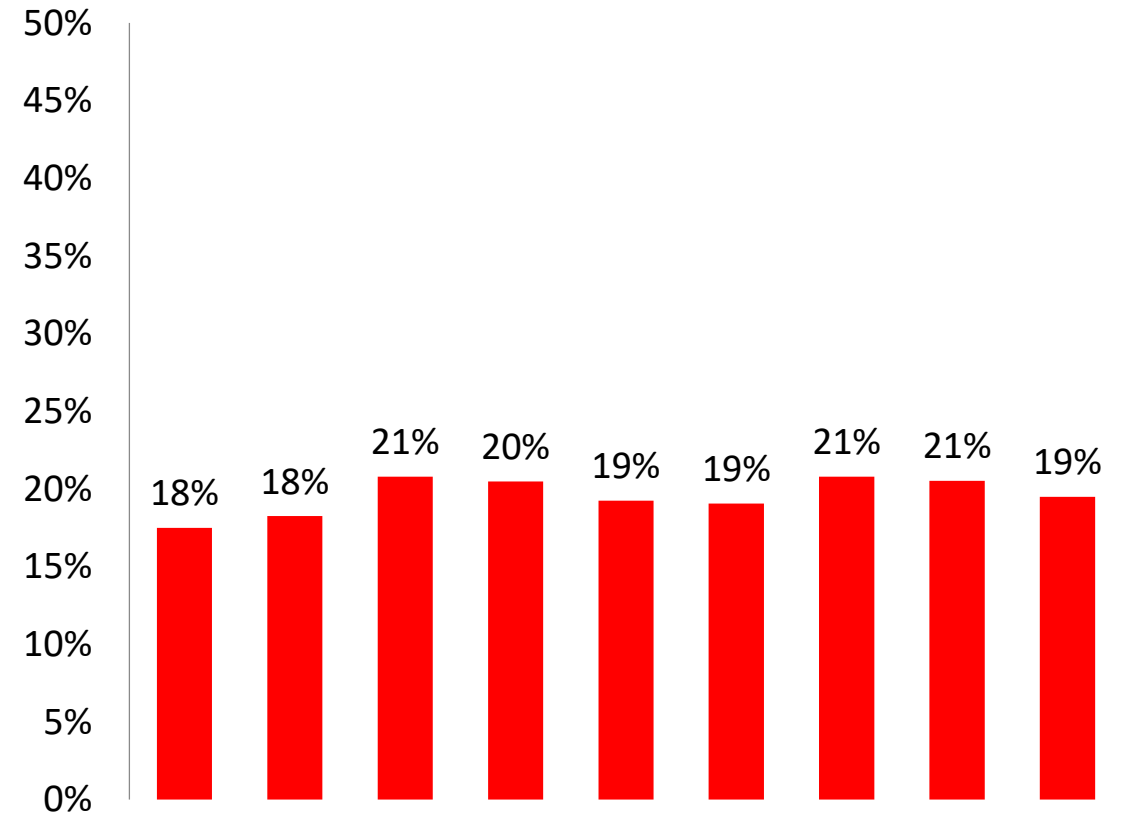
Rating

Price

## Cost per user - Indexed



## Daily user Engagement





# Measure & KPI

# How we work with data







# The Relevance



**Great recommendation**

**=**

**Happy customers**

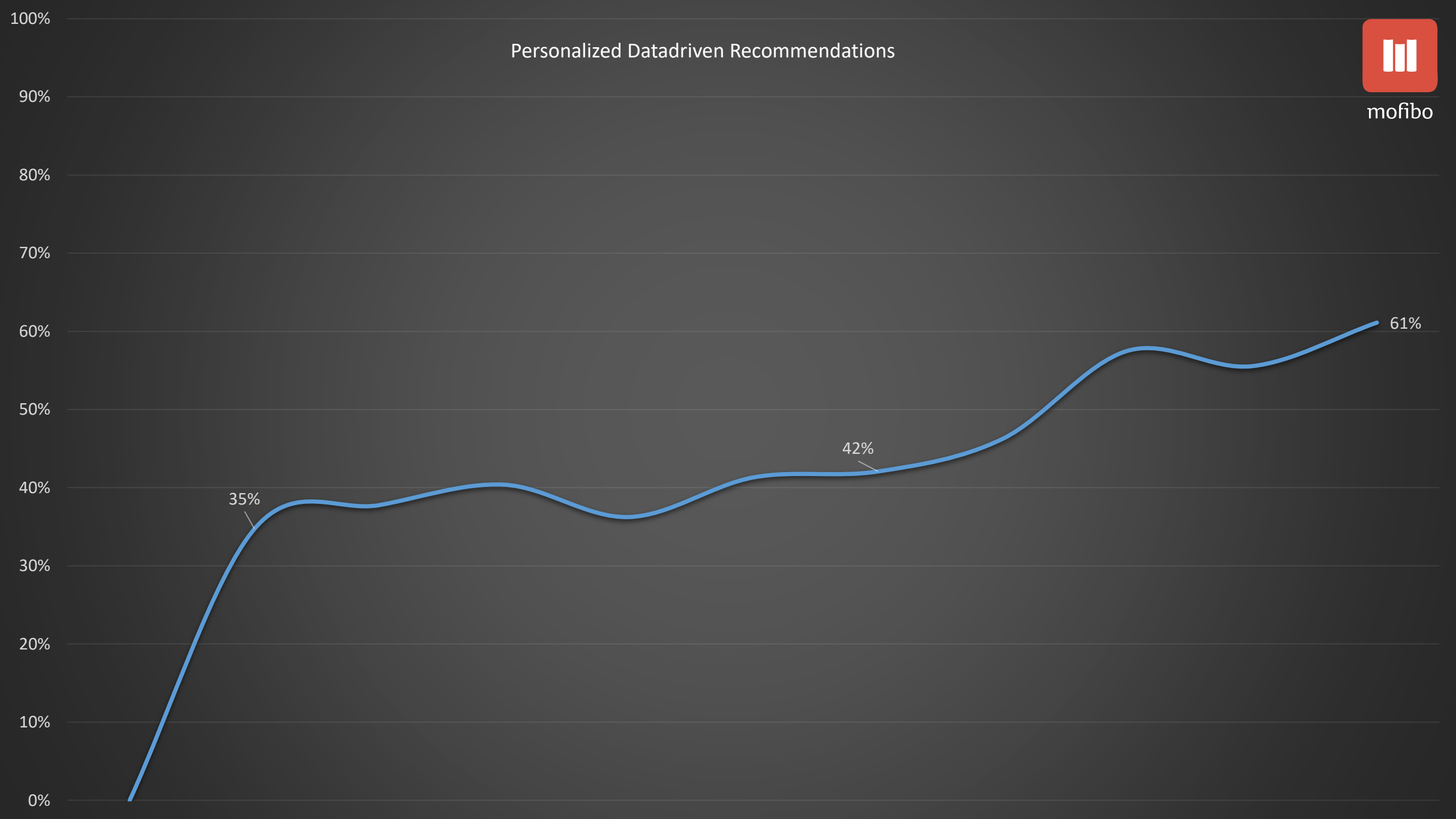
**=**

**reduced churn + higher margins**

# Personalized Datadriven Recommendations



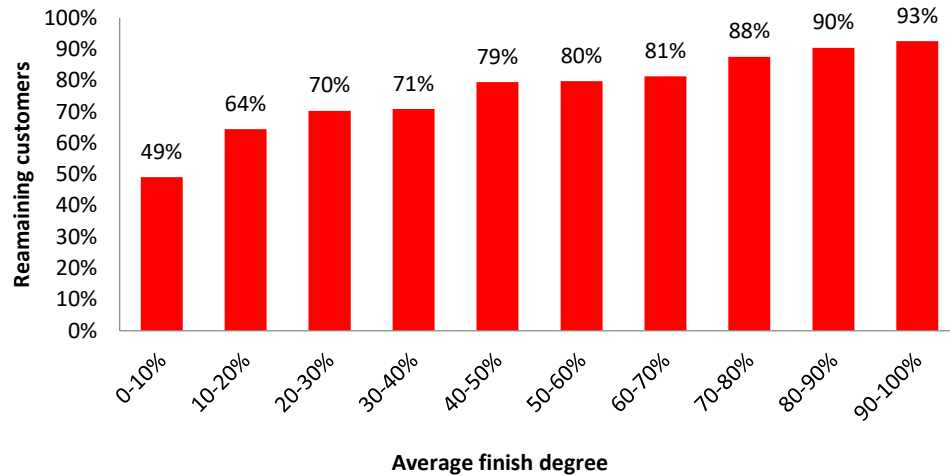
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# Data driven curation and recommendation – key to success

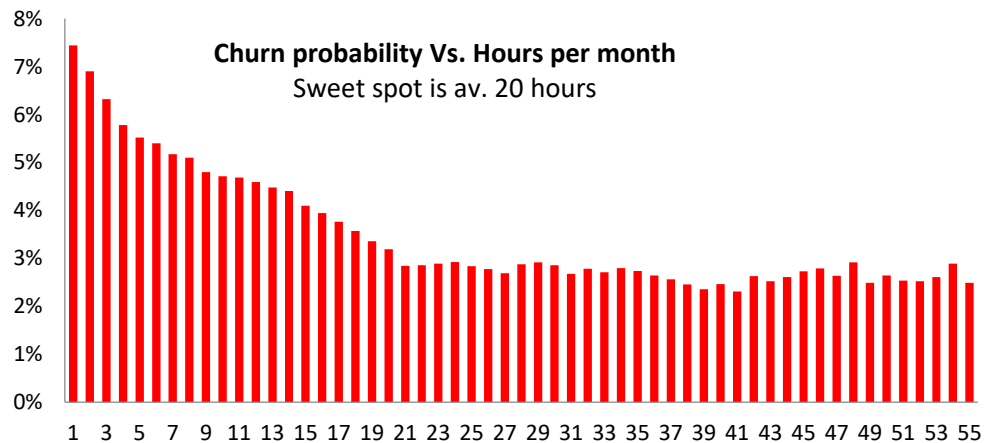
## Understanding what drives customer satisfaction

3 Month Survival analysis – average finish degree



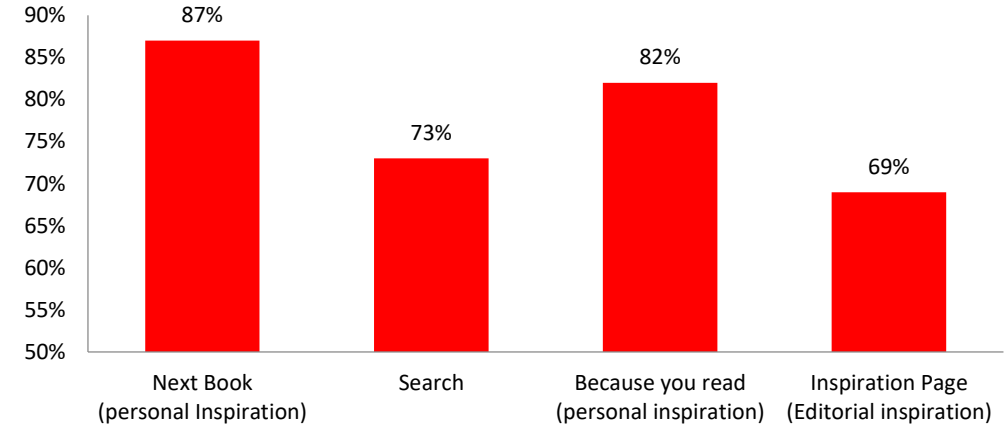
Churn probability Vs. Hours per month

Sweet spot is av. 20 hours



## Recommendation and making reading more fun is key

Average finish degree on different fetch sources

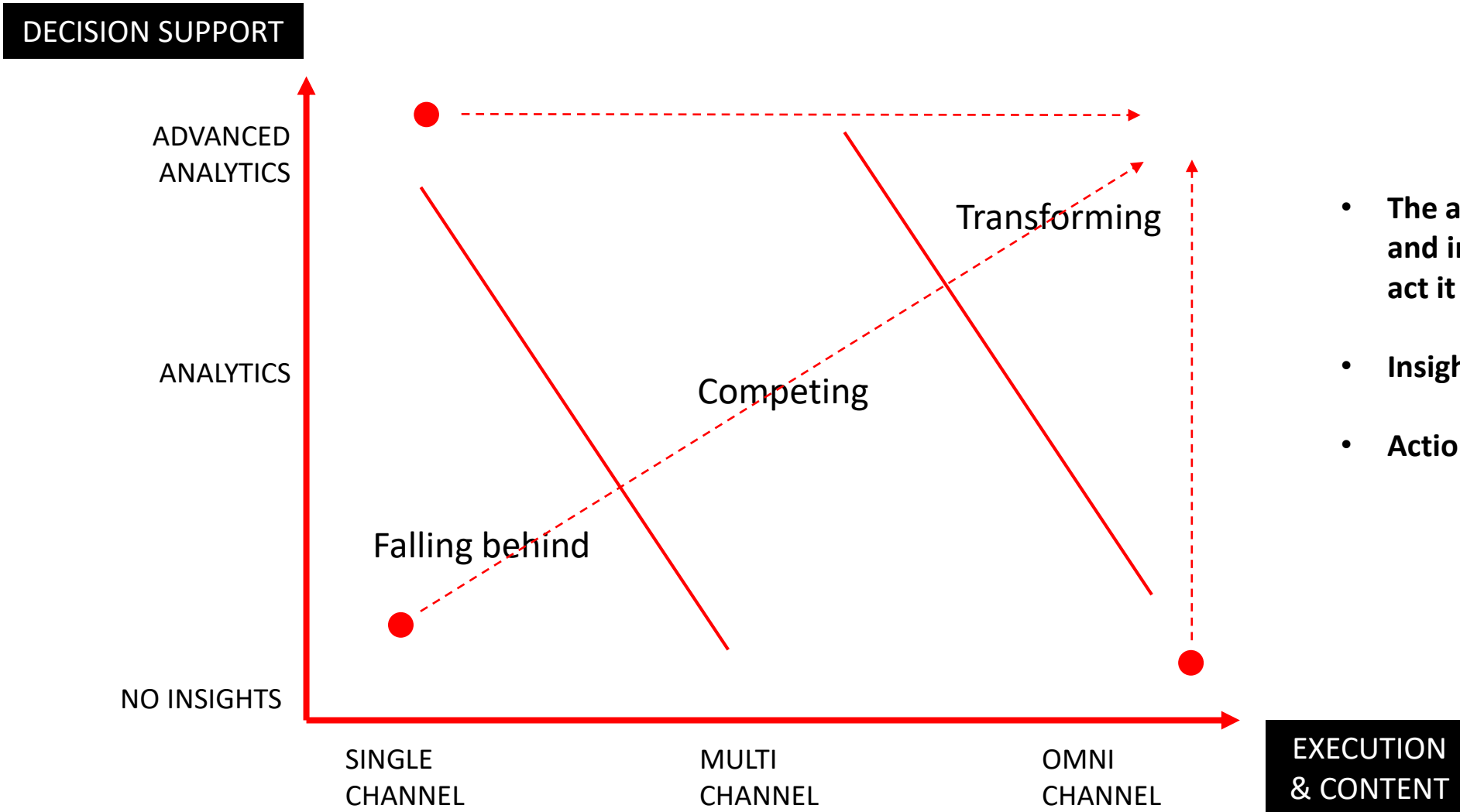




# The Communication



# Why Datadriven and Multichannel...?



- The access to large amounts of data and insights, gives us the possibility to act it a meaningful way
- Insights are worthless without actions
- Actions are worthless without insights

