04

# One growth engine

*Marketing and product experiments that move revenue, long after launch*

Fireside · Panel


## ABSTRACT

In many companies, growth means hunting small incremental uplifts everywhere but the product itself. Onboarding, activation, adoption, retention, churn, expansion often have no clear owner once a product has reached a market. Andreas has spent more than fifteen years running experiments on both sides, from search, social and interface optimization to product experimentation led by behavioral goals. He argues that growth must work on the live product and feature development as much as on the marketing side. Growth runs its own experiments on what has shipped, alongside the product teams rather than downstream of them. A conversation for leaders who want experiments that move revenue, not only satisfaction and perceived usability upticks.


## TAKEAWAYS

- Why growth that stops at marketing leaves most revenue levers untouched: activation, pricing, adoption and retention live in the product.
- How growth and product split the work after launch: product owns discovery and delivery, growth experiments on what is live, each with its own backlog.
- How growth gets enough involvement in feature development to run product experiments without becoming a second product team.

## WHO IT'S FOR

Everyone accountable for revenue after launch, from founders and growth teams to marketing and product leaders.

## LENGTHS

Fireside 30–45 min
Panel 45–60 min

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