



Three Types of Outcomes

Business
Outcomes

Profit margin grew by 5%. Churn rate was reduced by 10%.

Product
Outcomes

Customers spend, on average, 30 minutes more watching videos every month.

Customer
Outcomes

Minimize the time it takes to find a new series to watch with my family.

More: [Business Outcomes vs Product Outcomes vs Customer Outcomes](https://www.productcompass.pm)

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