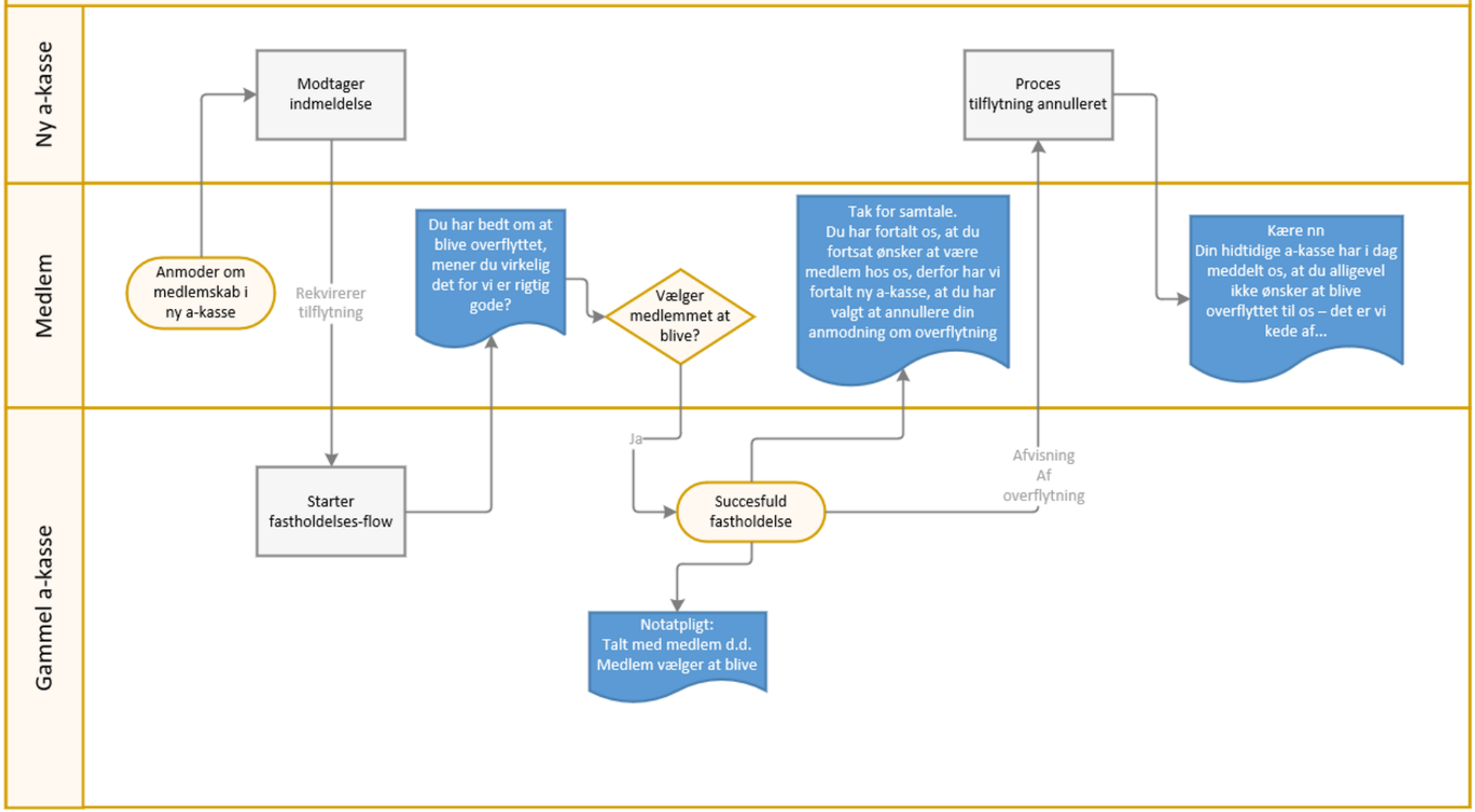Fastholdelsesflow med medlemsinformation