Improving Product Engagement Through Growth Driver Identification

latentview

Client

Leading Software Company

The Problem

Client wanted to understand the engagement pattern of the customers by identifying concrete and specific growth drivers earlier on in their life cycle, resulting in long-term retention.

The Before State

Customers were not properly classified based on their engagement patterns.

No process to identify characteristics that define highly engaging customers by the Marketing teams.

The LatentView Solution

Thoroughly analyzed usage patterns and identified specific actions that rendered customers as highly engaged with the product.

Feature importance analysis conducted to discover the "AHA" moment within 7 days of sign up.

The After State

Engagement or activity for the features targeted increased **by 78%.**

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Marketing campaigns were developed and launched through email messages, eventually rendering a **4-percentile increase in Retention.**

About: LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 700 employees globally.

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