360-Degree View of Digital Metrics

to Improve Marketing Effectiveness

Client

Leading Global Food & Beverages Corporation
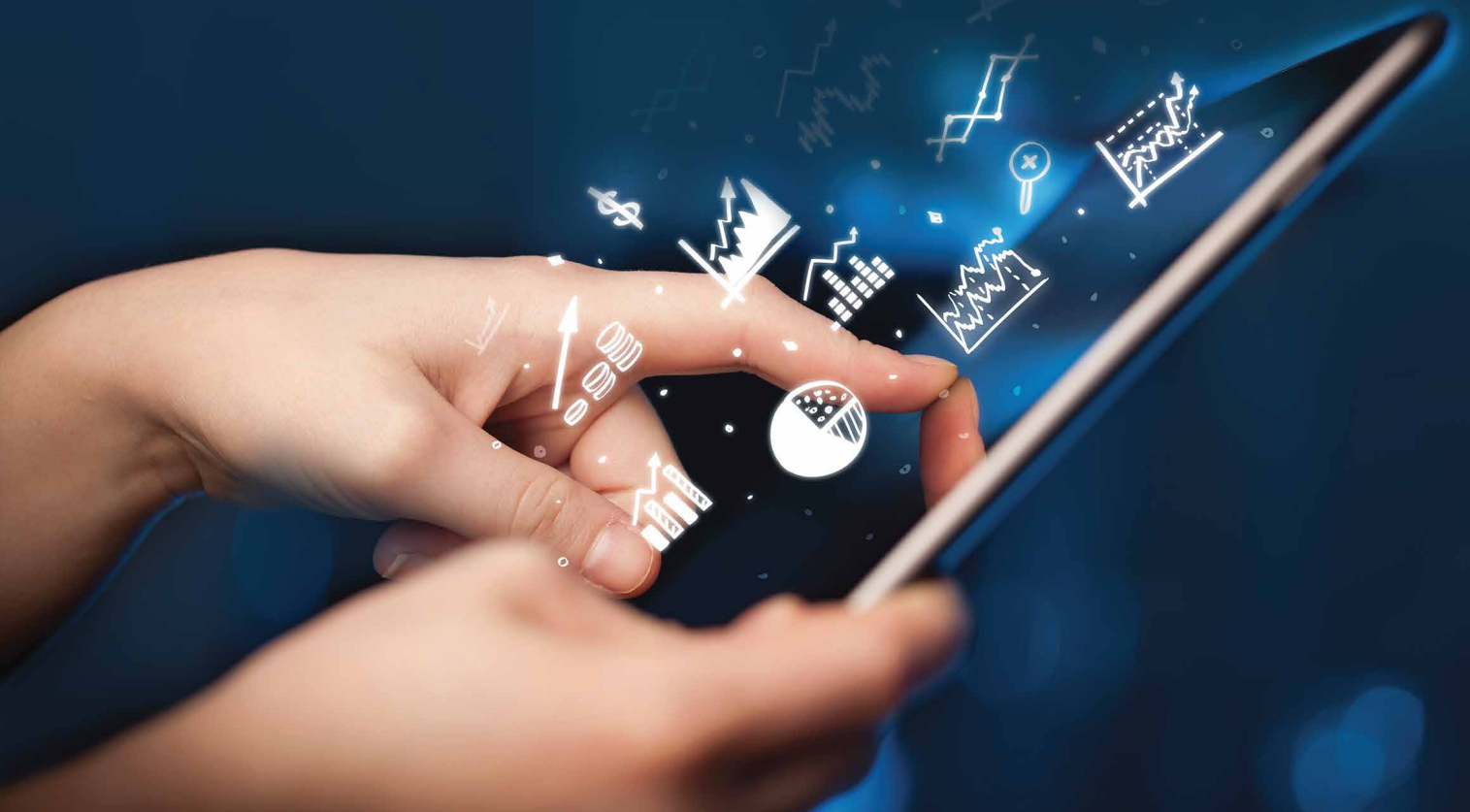
In the CPG industry, lack of a unified view of marketing data can result in incorrect analysis and wrong conclusions, thus leading to "throwing good money after bad situation" with respect to marketing spends.

The Before State

Siloed platforms provided a disjointed view of marketing effectiveness resulting in a protracted test cycle for campaigns.

The After State

Test cycle for campaigns reduced by 25%, thus resulting in a **decrease in cost per campaign by as much as 8%.**

The LatentView Solution

Built an integrated dashboard with paid, earned and owned media metrics that facilitates cross-channel, cross-brand and cross-campaign comparison to gain deeper marketing insights.

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 600 employees globally.

For more information, please visit **www.latentview.com** or follow us on **LinkedIn**, Email: **sales@latentview.com**