

MARKETING ANALYTICS SPECTRUM

"The modern marketer is an experimenter, a lover of data, a content creator, a justifier of ROI." – Kimberley Walsh, singer, and actress



84% of digital marketing leaders believe Artificial Intelligence (AI) and Machine Learning (ML) enhance the marketing function's ability to deliver real-time, personalized experiences to customers

For every \$1 invested, advanced personalization can generate **\$20** in ROI

85% of CMOs believe that by 2022, "significantly more" of their organization's marketing decisions will be based on marketing analytics

Source - Gartner

Helping Clients improve marketing capabilities through Marketing Analytics Solutions

• Leading Global Food & Beverages Corporation

Identification of new consumption 'hot spots' and activation of occasion-based marketing messages led to an increase of **2-5%** in market share

• Leading Online Payments Company

As a result of custom and personalized campaigns, an additional **\$7 million of revenue** was generated (footprint increased to 8 verticals from 3 previously)

• Leading Multinational Software Company in the US

Built an analytics infrastructure and operationalized the data layer to enable account-based marketing at scale to increase conversions and average deal size by **8x and 20%**, respectively

LatentView Analytics works as a growth partner to turn data into actionable insights to improve marketing ROI through end-to-end analytics

5+
Industries

70+
Projects in Motion

Fortune 500
Clients

