



latentview

Actionable Insights • Accurate Decisions

Increasing Sign-ups Through Attribution Modeling

Client

**Global Business
and Financial
Software Company**



The Problem

Typically, credit for enrollments/sign-ups is attributed to the last touchpoint ignoring offline marketing channels' impact.

The Before State

The client gets its sign-ups from online marketing channels, but there is an indirect impact of offline channels like TVs driving web channels. The client lacks a scientific approach to measure TV ads' cross-channel impact in driving sign-ups.

The After State

- Helped the business change their strategic decision to continue investing aggressively through this channel since TV stands out as an important touchpoint in influencing a sign-up decision
- The new strategy helped **increase the overall sign-ups by 16%**

The LatentView Solution

A Triangulation Technique was carried out to measure TV ads' impact followed by Two regression-modeling approaches (Top-down-Aggregate Level and Down-top channel-wise), and cross-tab analysis was conducted to identify the impact of TV advertisements.

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.

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