

latentview

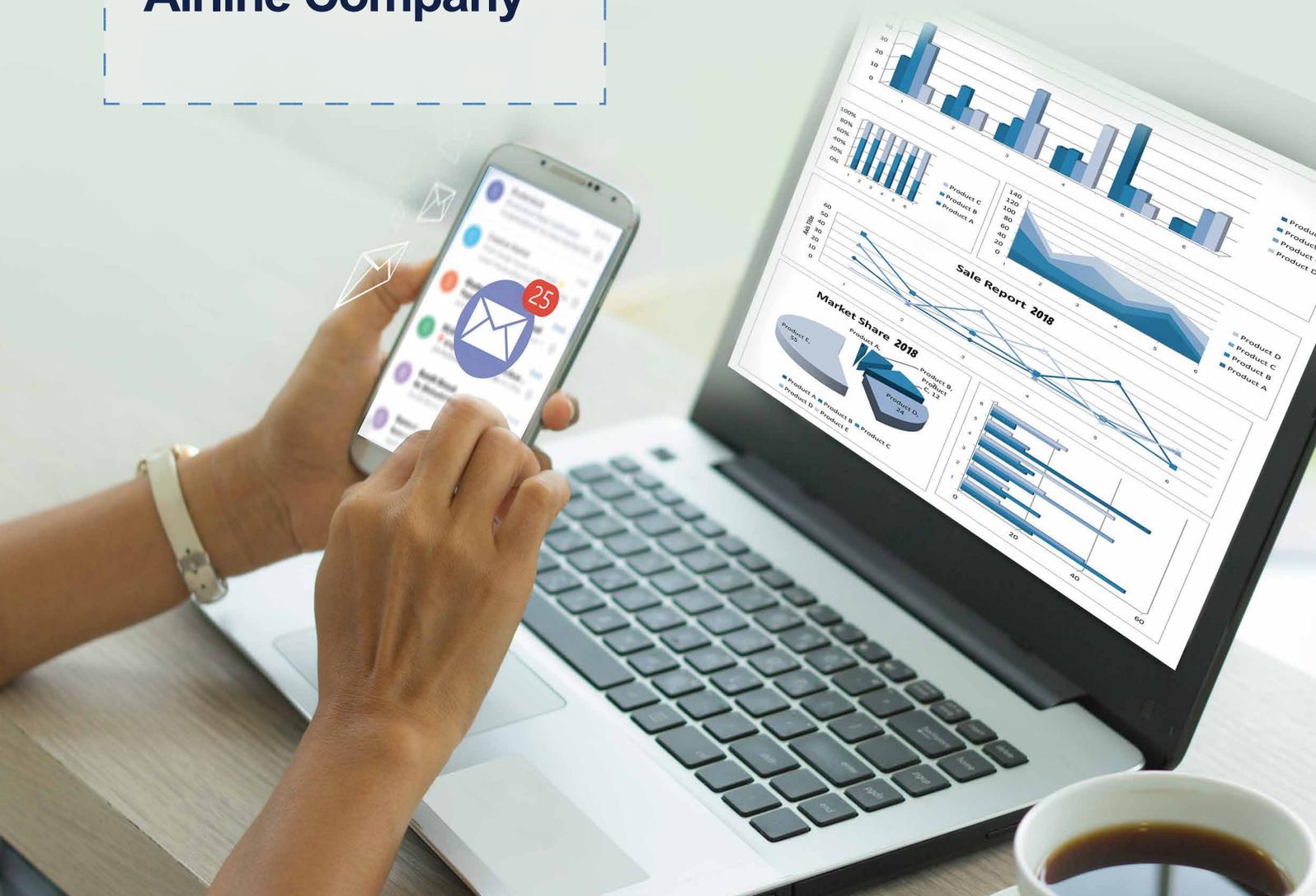
Actionable Insights • Accurate Decisions

Contact Optimization

to Improve Campaign Response Rates

Client

Large International
Airline Company



The Problem

For email campaigns, an important communication medium, the open rates among loyalty customers were 3%.

The Before State

Customers received a certain number of emails as defined by business rules, once in 6 months. Lack of personalization resulted in low open rates.

The After State

- 2% increase in email open rates
- 5% higher clicks per customer
- This led to an increase of **3% in airline revenue**

The LatentView Solution

Dynamic segmentation based on customer's past behavior helped optimize the number of emails sent per week. Collaborative filtering techniques were used to personalize email content for customer segments.

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