



latentview

Actionable Insights • Accurate Decisions

Demand Spaces

Drives Segmentation in the New Digital Age

Client

Leading Global
Food & Beverages
Corporation



The Problem

In the digital age, traditional customer segmentation based on demographic profile is ineffective as consumers no longer fit demographic conventions.

The Before State

Segmentation, targeting and positioning of products were primarily based on demographic and psychographic attributes. This limited the scope of the brand and product reach.

The After State

Identification of new consumption 'hot spots' and activation of occasion-based marketing messages led to an **increase of 2-5% in market share** across a range of beverage and snack brands.

The LatentView Solution

Customer segmentation and positioning was based on 'occasions of use.' This is modeled as 'micro spaces' and 'demand spaces,' using a data-driven analytical approach that combines survey and social data.

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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