



latentview

Actionable Insights • Accurate Decisions

Events Analysis Using Social Listening for Marketing Activation

Client

**Leading Snack Foods
& Beverage
Manufacturer**



The Problem

For food and beverage companies, specific events present a great opportunity to increase brand awareness and demand, but marketing efforts need to be precisely targeted during that short available time window.

The Before State

Lack of an in-depth understanding of beverage demand moments around specific events during the year, which hampered marketing efforts.

The After State

Based on insights delivered, the company improved on dollar share across key events with the highlight being a significant dollar increase during a period of 8 weeks after Thanksgiving, which was a **\$158 million opportunity**.

The LatentView Solution

Ten events were picked for social analysis. The analysis included comprehensive text mining (NLP) to understand emotional, functional, technical and contextual drivers around these events.

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