High Volume ClickStream Analytics
to Monetize Search Page Ads

Client

American
Multinational
Technology Giant

Client's revenue per user in finance was 25% lower than revenue per user for travel related searches.

The Before State

Average revenue per click per user for financial stock related search terms was 30% lower for our client's search engine as compared to competitor.

The After State

Relevant ad impressions on financial stock searches increased by 33%. This combined with a 5% increase in click through rate resulted in an **additional monetization opportunity of $15 million annually.**

The LatentView Solution

Built a high volume, high throughput clickstream data pipeline that combined demographics, search and browsing data to suggest the right ads and its placement to improve customer experience.

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**