



latentview

Actionable Insights • Accurate Decisions

Integrated & Customized Campaign Activation for Higher Revenue

Client

**Leading Online
Payments Company**



The Problem

While the highly engaged user transacted in 10-12 verticals, the average user only used the customer's payment services in 3 verticals and this gap presented a significant revenue upside opportunity.

The Before State

Campaigns were managed manually and were developed and executed based on general product-based marketing strategies by different marketing teams.

The After State

Customized campaigns resulted in significant number of incremental transactions for the average user (footprint increased from 3 to 8 verticals) which netted an **additional revenue of \$7.5 million.**

The LatentView Solution

Developed an automated platform for managing campaigns, which were customized through dynamic selection of best offers and messages for each customer based on their life stage.

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