



latentview

Actionable Insights • Accurate Decisions

Self-Service Platform

for Media Mix Modeling and Budget Optimization

Client

Top Global
Technology Solution
& Service Provider



The Problem

Inefficient attribution of opportunity value between online and offline activities led to sub-optimal allocation of spends.

The Before State

The client only had first touch attribution mechanism to study the impact of different marketing activities, which did not provide insights into the exact impact of all activities.

The After State

Client utilized the GUI based tool to optimally allocate budget across various activities which influenced an **uplift of ~ \$200 million in opportunity value annually.**

The LatentView Solution

Developed models using Ridge regression, incorporating halo impact analysis to quantify cross activity effects and S Curves to identify optimal level of investments across multiple media vehicles.

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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