



latentview

Actionable Insights • Accurate Decisions

Campaign Optimization

with Algorithmic Bidding

Client

Top 5 Comparison
Shopping Engine



The Problem

Improving bid effectiveness is critical in the client context as there were 10+ web properties in 6 countries, covering over 500 million keywords across numerous campaigns with PPC ad-budgets of over \$100 million.

The Before State

Client wanted to move away from a manual, spreadsheet-based keyword bidding approach to a more automated one, and capture value from bids that are currently sub-optimal.

The After State

The automated bidding platform provided a **20% lift in net revenue**, with over \$10 million in the first year.

The LatentView Solution

Created a self-service software platform comprising of data preparation, predictive modeling (ensembles of NN, GBM & Random Forests) and model scoring with everyday refresh for fast moving keywords.

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