



latentview

Actionable Insights • Accurate Decisions

# Personalized Targeting

## Using Look-Alike Modeling

**Client**

**Leading Online  
Payments Company**



## The Problem

Lack of a scientific data-driven approach to target customers for new campaigns.

### The Before State

The marketing team targeted customers based on pre-set rules that did not consider past behavior, thus having a negative impact on campaign effectiveness.

### The After State

Identification of target population, who have a higher propensity to respond to specific campaigns on large merchant offers, drove **incremental revenue of \$0.5 million.**

### The LatentView Solution

Created look-alike models using logistic regression techniques to target the right customers for campaigns.

## 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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