



latentview

Actionable Insights • Accurate Decisions

# Using Social Insights for Product Bundling and Higher Purchase Conversions

## Client

**A Global  
Technology Devices  
& Software Firm**



## The Problem

In a polarized audience market like gaming consoles, understanding drivers for 'wanting to purchase' and more importantly reasons for 'not wanting to buy' is critical for both converting and retaining customers.

### The Before State

Promotions were focused on the new controller, high-end graphics and price cuts, but the company fell short of targeted conversion rates by 15%.

### The After State

With the help of social insights, the client reoriented the promotion campaign by bundling exclusive games with console devices thus inducing an **increase of 4% in purchase conversions.**

### The LatentView Solution

Social media data was analyzed to identify 'what drove purchase' and 'what factors dissuaded potential customers from purchasing' using Natural Language Processing (NLP) algorithms.

## 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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