latentview

Actionable Insights • Accurate Decisions

Improving Marketing Effectiveness

Through Purchase Intent Modeling

Client

Leading Global Software Company

The Problem

Understanding changes in purchase intent is very critical in the highly dynamic technology industry.

The Before State

Understanding the drivers of purchase intent & customer satisfaction was limited as not all possible behavioural combinations could be explored effectively.

The After State

Quick understanding of the changing purchase intent & drivers helped marketing team to make right tweaks to their spend value of $1.6 billion thereby **improving marketing ROI by 3-4% on an average.**

The LatentView Solution

Built an Azure ML- cloud based modeling automation framework that integrates data sources, generates 400,000 model combinations to show the drivers of purchase intent through intuitive PowerBI visualizations.

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**