



latentview

Actionable Insights • Accurate Decisions

Unbiased Perception Mapping

Through Social Data

Client

**Leading Global
Food Chain**



The Problem

Survey-based brand perception analysis is costly, slow and typically leads to biased conclusions.



The Before State

Customer perceptions of product and competitor products analyzed through detailed, time consuming surveys.



The After State

3% lift in effectiveness of marketing campaigns (as measured by key response and engagement metrics) due to specific brand management initiatives.



The LatentView Solution

Identified themes and developed product feature association map(s) based on discussion context and geography using social media conversations.

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