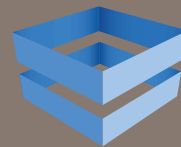


Evaluating Email Campaign Effectiveness



latentview

Actionable Insights • Accurate Decisions

Client

Leading Software Company

The Problem



Subscription campaign trend reports were tracked individually or in small groups and hence a single holistic view of all the campaigns run, their performance indicators and attributes were missing.

The Before State



Client was tracking email campaign performance using traditional email metrics which was not effective.



Data was manually pulled from several sources to monitor and analyze campaign performance.



No clear picture about the future steps of their campaign.



The LatentView Solution

Built a real-time platform that used customer profiles, their previous subscription information, and their orders along with traditional email data



To track customer behaviour around their website.



To accurately quantify the quality of their relationship with their customers.

The After State



Marketing communication will depend upon the action (e.g., product downloads) user takes.



Improved efficiency of campaign management by helping marketers identify how much of their email campaign is effective to generate revenue.



Identified trends and patterns to design a more tailored campaign in future.

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 700 employees globally.

For more information, please visit www.latentview.com or follow us on [LinkedIn](#), Email: sales@latentview.com