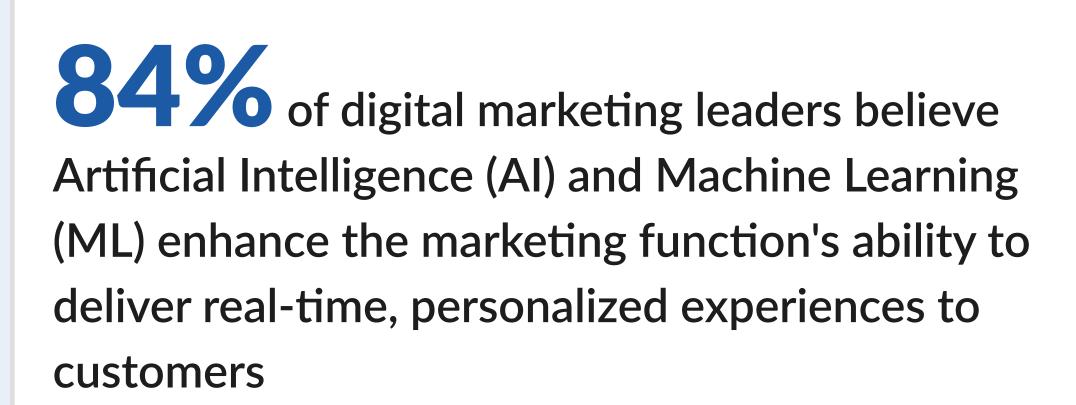


MARKETING ANALYTICS SPECTRUM

"The modern marketer is an experimenter, a lover of data, a content creator, a justifier of ROI." – Kimberley Walsh, singer, and actress



For every \$1 invested, advanced personalization can generate \$20 in ROI

85% of CMOs believe that by 2022, "significantly more" of their organization's marketing decisions will be based on marketing analytics

Source - Gartner

Helping Clients improve marketing capabilities through Marketing Analytics Solutions

Leading Global Food & Beverages Corporation

Identification of new consumption 'hot spots' and activation of occasion-based marketing messages led to an increase of 2-5% in market share

Leading Online Payments Company

As a result of custom and personalized campaigns, an additional \$7 million of revenue was generated (footprint increased to 8 verticals from 3 previously)

Leading Multinational Software Company in the US

Built an analytics infrastructure and operationalized the data layer to enable account-based marketing at scale to increase conversions and average deal size by 8x and 20%, respectively



LatentView Analytics works as a growth partner to turn data into actionable insights to improve marketing ROI through end-to-end analytics

5+
Industries

70+
Projects in Motion

Fortune 500
Clients

Strategy

Execution

Customer Insigh

- Geo Marketing ROI analysis
- Advertisment Spend
- Optimization Competitor
- Benchmarking Brand
- Perceptual Mapping
- Opportunity Mapping
- Multi-Channel Attribution / Media Mix Modelling
- Campaign Monitorting & Measurement
- Cross-Sell / Up-Sell /
 Acquistion / Retention
- Brand drivers analysis
- Customer Loyalty & LTV Analysis
- Customer Segmentation & Targeting
- Sentiment & Market Buzz
 Analysis

