



latentview

Actionable Insights • Accurate Decisions

Media Mix Modeling at Large Scale (Paid, Earned & Owned Media)

Client

Leading Home
Appliances and Repair
Services Provider



The Problem

Media mix spend effectiveness (revenue generated per dollar of spend) had declined by 5% for two consecutive years.

The Before State

Media budget allocation was done on an aggregated, unoptimized basis and thus the cost per acquisition was much higher as compared to industry benchmarks.

The After State

By implementing the recommendations from the Media Mix Model (MMM), **revenue increased by 1.9% for Home Repair and 2.3% for Home Improvement** in a six-month period.

The LatentView Solution

Created multi-variate linear models for paid channels and attribution models for non-paid channels which were further optimized at a product and channel level.

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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