



latentview

Actionable Insights • Accurate Decisions

Social Insights Platform

for Fashion Trends Spotting

Client

**Leading US
Cosmetics
Company**



The Problem

Understanding the makeup and personal care needs of the women in the 18-34 age range is critical in the cosmetics industry.



The Before State

Loyal consumers of the client's cosmetics line were aging and the impression of the brand had been in steady decline among younger women for the past few years.



The After State

Ability to score trends that could become mainstream ahead of time helped the company to **improve their product launch success rate by 5% in the first 6 months.**



The LatentView Solution

Built a social insights platform to mine the rich data of the target demographic available in social media to spot trends, rate influencers, identify upcoming competitors, refine campaign messaging and understand drivers of purchase.

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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