



latentView

Actionable Insights • Accurate Decisions

# Store Identification for Campaigns using MatchView

## Client

Leading Apparel  
Retailer



## The Problem

In the retail business, assessing the success of marketing campaigns using the right set of stores is critical to ensuring investments into the right set of campaigns.

### The Before State

Lack of a systematic process, and the time spent for identifying control stores was rendering the assessment of marketing campaigns difficult with several inconclusive results.

### The After State

Reduced campaign turnaround time by over 90% and increased campaign success conclusiveness **influencing \$284 million of marketing spend to right campaigns.**

### The LatentView Solution

Built a retail store match engine using a weighted factor difference and trend similarity algorithm to rank control stores and analyze campaign performance using ANCOVA.

## 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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