

# Driving High Impact Through Actionable Insights

## Business Impact

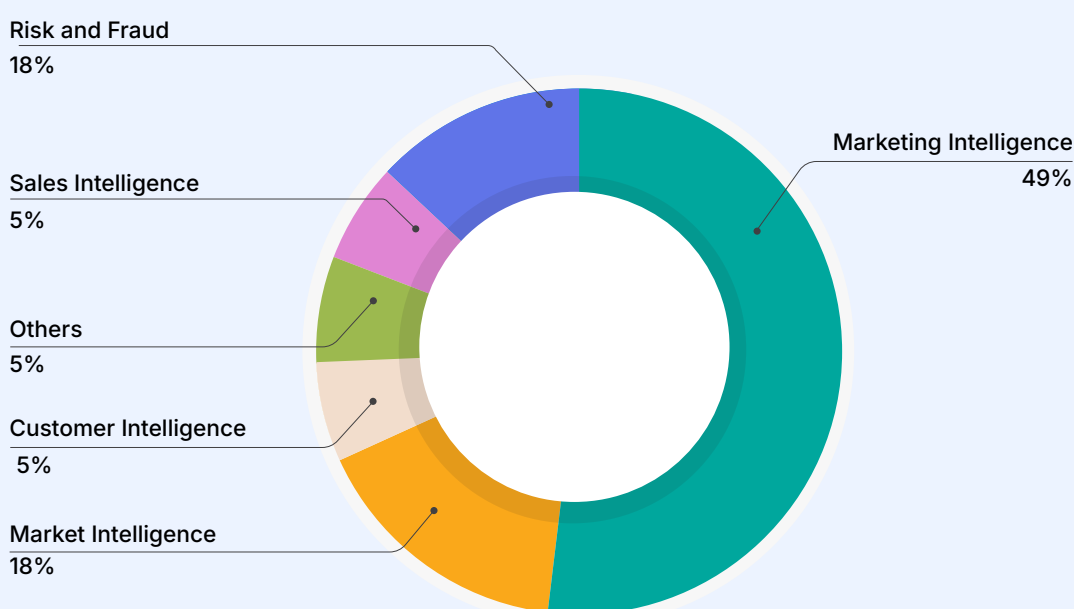
### Impactful Solutions

Delivered **280+**  
impactful projects for  
clients across  
industries.

### Revenue Impact

Enabling a revenue  
of **8x** the investment

## Performance Impact Across Solution Domains



## High Impact Projects Enabling Impact Through Expertise



### Client

A renowned media software solutions provider faced challenges in gaining clear insights into their customer journey.



### Solution

Created an automated data pipeline and provided the metrics required in the form of a dashboard, enabling the client to gain clear insights into the customer journey.



### Business Impact

- Crossed 250M free Monthly Active Users.
- Achieved over \$650M in Upsell GNARR, reflecting a 21% YoY growth.



### Client

A multinational computer software company aimed to track and get insights from their conference attendance.



### Solution

Provided engagement insights, identified power contacts, and helped with account prioritization.



### Business Impact

- Enabled a total pipe growth of \$185.7M.
- Achieved \$49.6M in bookings.



### Client

A leading video-sharing and social media platform sought assistance in tracking and identifying fraud related to cancellations and re-signups to prevent abuse of the platform.



### Solution

Created a repository of user cancellations and enabled comparisons with resubscribed users, helping in accurate user classification.



### Business Impact

- Mitigated abuse and saved \$45M.

## What Our Clients Say



The LatentView team has done an exemplary work on the user journey analytics project that was critical and equally challenging. This project is a great example of collaboration and we wanted to thank the team for the hard work and commitment.



— A renowned media software solutions provider



Latent View's efforts are critical foundation for Premium Abuse team to track and fight against abuse.



— A leading video sharing and social media platform



I have been working with the LatentView team for little over three years now. They have performed really well, went above and beyond to deliver tasks on timely manner.



— A leading e-commerce giant