LatentView

Actionable Insights • Accurate Decisions

databricks CONSULTING PARTNER Elite

Industry: **Technology**

Domain: **Data Engineering**

Modernizing Enterprise Analytics

on Databricks for a Global Leader in Digital Media

Scaling Analytics, Marketing, and Customer Insights on a Modern Data Platform



LatentView's Journey with the Client

2017

Started with

Email Analytics

(Lifecycle Management)

2018 to 2020

Expanded across

Customer Insights, Web Analytics, Data Science

2021 to 2022

Led

Hadoop to Databricks Migration

2023

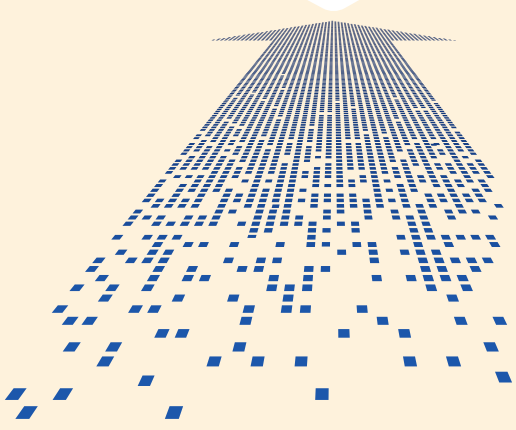
Embedded across

Analytics, Data Science, Product & Engineering

(140+ FTEs)

Modernizing the Client's **Analytics Core**

LatentView led the client's critical data platform shift from legacy Hadoop to Databricks — building a future-ready, cloud-native analytics foundation.



Outcomes Delivered:

800+ Data Assets Migrated Seamlessly

50% Faster Data Pipeline Run Times

~$2M Annual Cost Savings from Optimization

30% Reduction in Data Storage Costs

Unified Platform for Analytics, Data Science & Engineering Teams

Key Business Outcomes

Fueling Business Growth Across B2C and B2B

B2C Growth

We've helped the client make smarter, faster decisions across the customer journey—from discovery to engagement.

- A media spend optimizer that guides budget allocation across channels and geographies.
- A/B testing to validate hypotheses at different lifecycle stages.
- Foundational work in Customer Lifetime Value analytics.



Outcomes Delivered

Revenue growth **$731M to $1.25B**

Subscriptions growth **11M to 14M**

Rise in quarterly active users **8.3M to 11.5M**

B2B Growth

We've enabled smarter go-to-market decisions with robust analytics and data products.

- Account Engagement Score (AES) to signal buyer readiness
- Marketing Mix Models (MMM) and Multi-Touch Attribution (MTA) for spend optimization
- Lead funnel analytics and product adoption metrics to accelerate pipeline performance



Outcomes Delivered

Increase in pipeline generation by **5X**

Improvement in pipeline conversion by **2.5X**

Notable gains in enterprise retention and usage insights

Our partnership with this client reflects the kind of challenges and opportunities many GCC and Analytics leaders are navigating today and how we can enable them to become truly data-driven.