LatentView
Actionable Insights • Accurate Decisions

Claude Partner Network

CASE STUDY

Identifying High-Opportunity EMEA Markets with Claude for a Leading Software Company



Industry: Software & Technology | **Domain: Marketing & Growth Analytics**

IMPACT

$400K
INCREMENTAL FUNDING

$200K
INCREMENTAL LTV

CLIENT

A leading enterprise software company in digital analytics, marketing, and commerce.

CHALLENGES

Growth in core EMEA and US teams' focus markets plateaued. Despite available LTV and Monthly Active User (MAU) data, no framework existed to identify untapped opportunities.

OUR APPROACH

We built an **end-to-end approach with three connected modules** to measure business impact, identify high-potential markets, validate them through market intelligence, and measure returns. **Claude accelerated our workflow** to synthesize data patterns, summarize multilingual research, and translate findings into stakeholder-ready narratives.

HERE'S WHAT WE DID



Module 1:
LTV × MAU Quadrant Analysis

- Analyzed LTV and MAU across countries, and built a 2×2 quadrant with Claude to compare markets.
- Identified high-potential EMEA markets with strong user bases and monetization headroom, driving prioritized investment decisions.

Module 2:
Emerging Country Opportunity Validation

- Built a multilingual analytics pipeline combining search metrics with AI-driven optimization to identify high-potential markets.
- Summarized multilingual outputs into decision-ready insights with Claude while expanding use cases.

Module 3:
A-Stack Analysis

- Automated weekly A-Stack reporting and KPI refreshes measuring funding impact across four cohorts with Claude.
- Consolidated cohort-level results into before-and-after summaries, speeding up performance evaluation and stakeholder reviews.

What changed for the business

THE OUTCOMES

Repeatable Market Prioritization Framework:
Identifies, validates, and measures new market opportunities.

$400K
Incremental Funding:
Secured through entity-level market and keyword intelligence.

$200K
Incremental LTV:
Delivered within the first few weeks, validating high-value markets with strong retention and promised early CLTV.

Data-driven Investment Decisions:
Faster investment decision insights for high-value countries early in the market roadmap along with a scalable model.

Identify your next high-growth market with LatentView x Anthropic.

LET'S TALK →

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