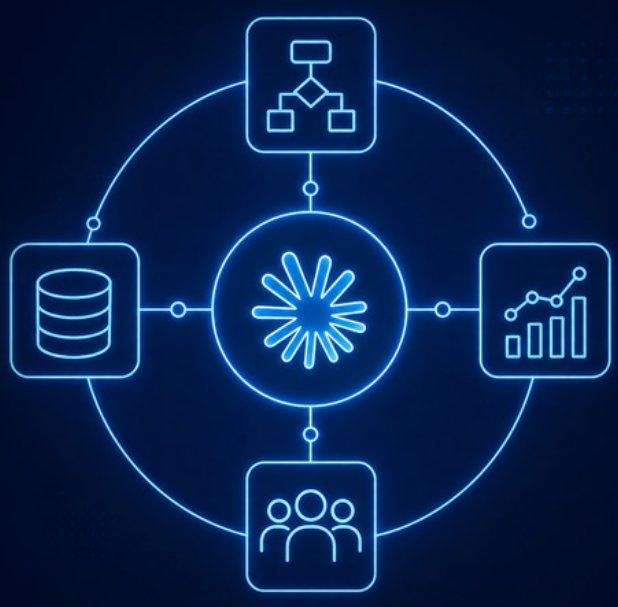
LatentView
Actionable Insights • Accurate Decisions

Claude
Partner Network

CASE STUDY

Standardizing Claude-Powered Workflows for Growth Marketing Insights for a Leading Software Company



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

CLIENT

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

CHALLENGES

Our client relied on fragmented, repetitive, and manual work across multiple systems leading to inconsistent quality, slow delivery from context-switching and inefficient AI token usage.

OUR APPROACH

We created an **end-to-end AI playbook** with our client that included a reusable command library for Claude Code to accelerate common workflows. Beyond ad hoc prompting, we built a standardized workflow layer with predefined commands, structured outputs, and repeatable operating patterns.

HERE'S WHAT WE DID

Automated the full ticket lifecycle
from analysis to production reporting, including root-cause analysis, anomaly investigations, dependency checks and bulk updates.

Leveraged Claude to interact with data and AI layers
for SQL analysis and optimization, schema analysis, data quality validation and lineage, SLA monitoring, cost attribution and cluster optimization.

Streamlined and systemized
page generation, page updates, and architecture diagramsto reduce documentation overhead.

Optimized enterprise AI usage
by reducing context load and compressing large outputs, while increasing token optimization and session efficiency.



BUSINESS OUTCOMES

Improved engineering productivity: Faster investigations and quicker issue resolution.

Reduced quality variability: Standardized workflows replaced ad hoc prompting.

Higher-value AI adoption: Claude embedded as an operational layer.

Scalable AI foundation: Modular architecture that extended to new workflows.

Streamline your growth marketing analytics with LatentView x Anthropic.

LET'S TALK →

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