Digital Roadmap

for Website-led Customer Acquisition
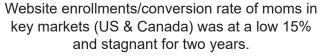
Client

Leading Baby Food Nutrition Company

Website enrollments/conversion rate of moms in key markets (US & Canada) was at a low 15% and stagnant for two years.

The Before State

Lack of a unified view on website activity resulting in little or no insights on improving customer engagement and personalization at the Zero Moment of Truth (ZMOT).

The LatentView Solution

Built a comprehensive web analytics maturity framework covering enrollments, engagement and personalization and implemented it across markets.

The After State

Website enrollment jumped to 19% on an average going **up to 22% in certain markets like Canada and US** with commensurate increase in website engagement levels.

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.

For more information, please visit **www.latentview.com** or follow us on **LinkedIn**, Email: **sales@latentview.com**