

Driving High Impact Through Actionable Insights

Business Impact

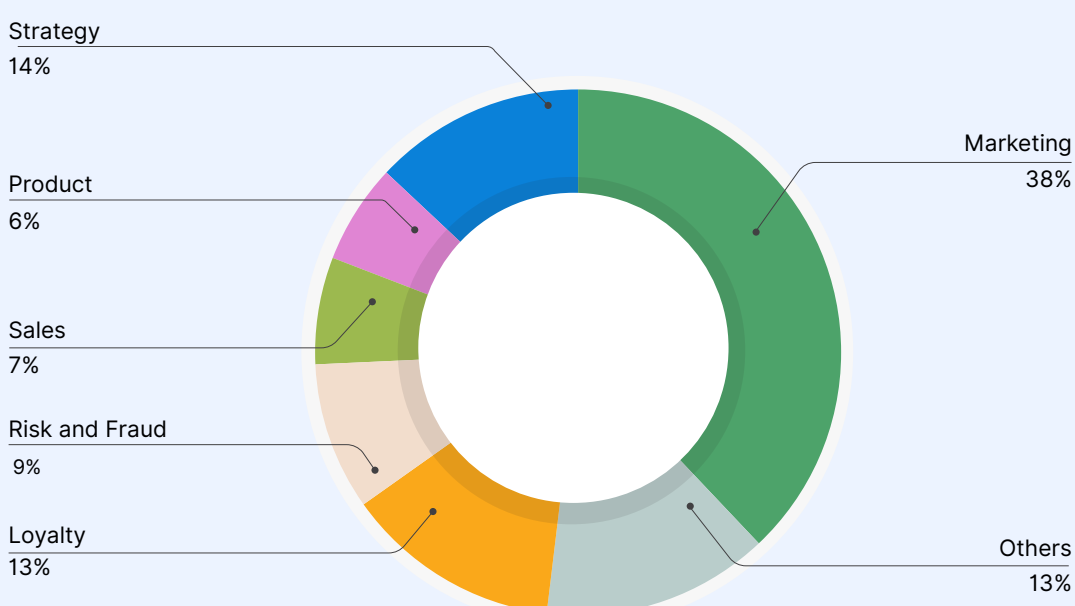
Impactful Solutions

Delivered **150+** impactful projects for clients across industries.

Revenue Impact

Enabling a revenue of **7x** the investment

Performance Impact Across Solution Domains



High Impact Projects Driving Impact Through Expertise



Problem

A leading swimming pool supply distributor faced significant challenges in driving the adoption of its loyalty program.



Solution

Enhanced loyalty data and refined analytical models to effectively target customers in marketing outreach.



Impact

- **18.9%** increase in the average monthly purchase
- **91%** retention rate achieved



Problem

A renowned media software solutions provider grappled with inefficient content discovery and deployment processes in their marketing email workflows.



Solution

Improved the platform by integrating GenAI to enhance content discovery, thereby streamlining onboarding and optimizing content management.



Impact

- Generated an incremental quarterly ARR of **\$75M** and increased the frequency of new content testing



Problem

A leading e-commerce giant experienced a sharp and unsustainable decline in C2C sellers.



Solution

Uncovered key insights through data analysis that led to recommending free selling and buyer-centric monetization, driving impactful results upon implementation.



Impact

- Achieved an incremental revenue of **\$35M**
- **14.4%** increase in the number of sellers, reaching a total of **265K** sellers

What Our Clients Say



This tool supports all of our email campaigns and has helped us generate nearly **\$75M** in quarterly ARR.



— A renowned media software solutions provider



LatentView has been instrumental in shaping our company's strategy through data.



— A leading e-commerce giant



The program impacts approximately **\$200 million** in business annually.



— A leading swimming pool supply distributor