



KEEN'S PORTFOLIO VIEW OPENS A NATIONAL CONSUMER BRAND'S UMBRELLA

When this leading consumer brand decided to unify its nearly \$30 million marketing budget across all product lines, its marketing team turned to Keen to understand how its marketing investments were performing in order to prioritize and optimize its centralized strategy.

Keen Decision Systems created a unified view of the brand's portfolio that assessed the financial contribution across channels for all seven products. Keen's model showed that under the current strategy the brand could anticipate 5.8 percent lift, thanks to favorable trends in distribution, pricing and new products.

Keen's ability to optimize spending across channels and products by week produced a plan capable of delivering a 3.1 percentage point improvement over the status quo, **for an additional \$24.1 million in profitability.**

Puts and Takes

Let's take a closer look at the specific shifts Keen's model recommended to achieve this boost:

Maximize Print Investment

Keen's model found that the brand had ample room to increase its investment in print with a profitable return.

Optimize national TV investment

Keen's optimized plan allowed an unconstrained approach to TV buys, dipping under the brand's traditional threshold in some weeks, and spiking in others, determined by the point of optimal return in each week's response curve.

Hitting digital ceilings

Keen's models sought the ceiling on digital marketing investments, enabling the brand to dial back investment without compromising returns.

An Altogether Better Outcome

While this consumer brand already was strong and performing well, Keen's portfolio-level insights were able to identify **\$24 million in profit** with a data-driven, optimized plan that unified previously fragmented marketing investments into a consolidated brand strategy. Net the investment in Keen, **the brand's payback time was less than 1.5 days.**

ABOUT KEEN

Keen's unified marketing measurement and optimization platform helps B2C marketers make the data-driven decisions that build winning brands. Keen offers the only software-as-a-service solution that unifies all marketing channels (digital, traditional media and in-store); calculates the full financial contribution for each channel, rather than a short-term ROI; and builds scenarios that specify the optimal investment level by channel by week.

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