



Some people wanted champagne and caviar when they should have had beer and hot dogs.

– Dwight D. Eisenhower

NATHAN'S DRIVES GROWTH IN A DOG-EAT-DOG WORLD

\$1.5 Million in New Profit; 20% Increase in Marketing Lift

In its first full year making data-driven marketing decisions for Nathan's Famous hotdogs and Eckrich Meats, Smithfield Foods invested an incremental \$292,000 in marketing and earned \$1.58 million in incremental profit, lifting its marketing contribution by 21 percent year-over-year.

How Nathan's found more meat for the money

"We were hungry to have fact-based conversations about major marketing initiatives," Smithfield's Marketing Director, Elizabeth DiJohn, explains. "Marketing had only so many facts to bring to the table. As a result, we were consistently asking our senior leadership to approve marketing investments based on limited facts."

The result. Heartburn to rival Joey Chestnut after his big day. Keen's unified marketing measurement and optimization platform is focused on driving data-based decision-making. Keen's advanced algorithms relied on its database of statistical priors along with Smithfield's sales and financial data to give the marketing team a clear view across all channels and bring a fresh, data-driven perspective to their marketing conversations with senior leadership.

Changing up Major League Baseball (MLB) tactics. Nathan's Famous brand is just about synonymous with baseball, but insights from Keen helped marketing determine which mix of tactics would deliver a home run for the brand. The Keen model recommended \$100,000 in budget shifts to optimizer returns from this valuable partnership, including increasing investments in online video and social/Facebook, while scaling less measurable venue sponsorships to more appropriate levels.



Leveraging the off-season. Nathan's investments were concentrated in baseball season and the Fourth of July. Keen's models uncovered opportunity to increase returns in the off-season.

Rethinking mobile and radio. Keen insights showed Nathan's was overspending on the hot dog mobile tour and radio. In the absence of acceptable returns, less profitable tactics were slowly phased out.

Raining dogs. The most exciting finding Keen's analysis validated for Nathan's team was that the hot dog market was hot and additional investments could yield significant returns. In fact, Keen's models suggested Nathan's could increase marketing investments by a multiple of 10 and still remain profitable.

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.

Connect with Keen at KeenDS.com; info@KeenDS.com,
on LinkedIn and Twitter at @keen_decisions.

