



COURAGEOUS MARKETERS MAKE A BOLD MOVE...AND WIN

Decision Point: Should We Double Down on TV?

The Marketing team of a small, but mighty dental product had been using Keen to fine-tune its already high-performing marketing mix for channel spend and timing, when their marketing leader laid out a provocative challenge:

“What if we leaned in heavily to traditional TV this summer?”

Traditional TV has performed well. The longer 30-second format lends itself to consumer education and showcases the product in action.

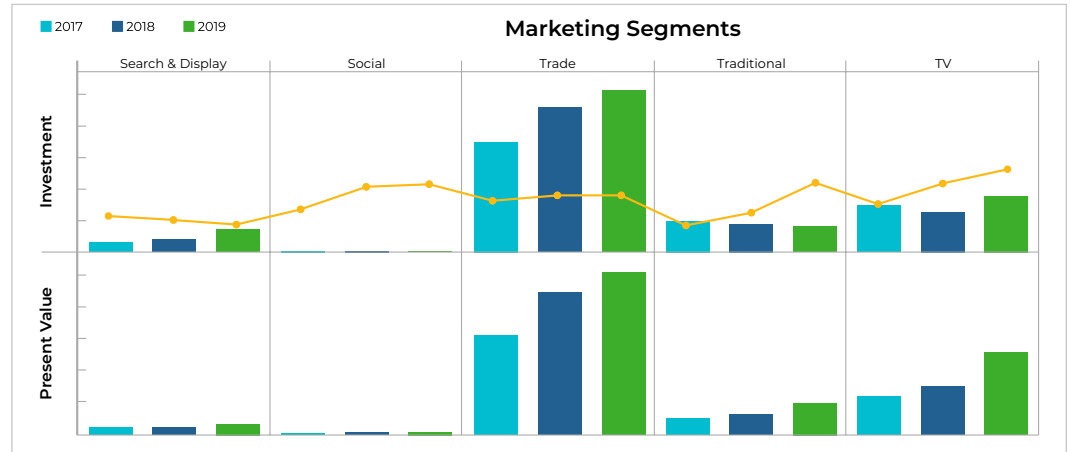
The team tested scenarios on Keen, war-gaming different allocations throughout the summer season, based on adding incremental budget and/or diverting funds from DRTV.

The scenario they landed on indicated that investing an additional \$1.8 million could deliver millions in additional topline growth and profitability, compared to their status-quo plan.

A Keen-Driven Deluge Opens Up

These courageous marketers met the challenge, accepted the risk and outperformed the projected ROI, making TV the single largest driver of brand growth this year.

The team poured \$2 million into its traditional TV budget; \$1.4 in incremental new spending and \$600,000 redeployed from DRTV. The strategy returned a whopping \$8M in marketing-driven profit, sending the brand up 30 percent year over year.



How the Brand Outperformed Its Optimized Plan

	Keen Projected Plan	Actual Results
Incremental spend	\$1.8M	\$2.0M
Profitability (NPV)	\$1.5M	\$8.0M
Investment period	4 weeks	5 weeks

The team implemented the Keen-optimized TV mix and sustained it for five weeks, rather than the four weeks specified in the plan. In addition, they launched a new product at a higher price point, improving margin and yielding stronger profitability (NPV).



ABOUT KEEN

Keen Decision Systems is an Inc. 5000 software-as-a-service company that helps marketers make dynamic, data-driven decisions that build winning brands. Marketers leverage Keen's platform to model the optimal marketing mix to achieve a financial goal. The Durham, N.C.-based company is used by such leading consumer brands as Post, Church & Dwight, 3M and Nathan's Famous. Keen clients experience 25 percent average uplift in marketing in year one.

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