

Eckrich's Marketing ROIs Sizzle Even on a Lean Budget

The Eckrich marketing team nearly doubled its marketing ROIs in the midst of a 36% budget reduction, with accelerated top-and bottom-line growth, after optimizing their strategy with Keen.

Where Keen differs is predictability—how its modeling can predict the future—that's what led us to partner with them.

– Elizabeth DiJohn, then-Senior Director of Marketing



Keen's future-focused scenarios revealed where and when to drive new value:

- Reallocate dollars from college football to direct-equity tactics
- Adjust spend to extend impact across the year
- Increase shopper marketing to improve merchandising performance
- Create continuity in digital, including a significant increase in paid search
- Increase consumer spending by \$3 million, the threshold for generating profitable returns



One of the biggest benefits of working with Keen has been our ability to align how we look at the business with how our leadership views it.

— Elizabeth DiJohn, then-Senior Director of Marketing

Build on equity

To help put its name on the map, Eckrich borrowed equity with a college football sponsorship. The college football program is successful, generating a \$1.07 ROI. Keen's scenarios revealed that increased investment in direct-equity tactics could offer a significant upside, so Eckrich redirected some funds into equity programming, including a new channel—online video.

Timing

Keen's model showed the brand was overspending during college football season (August to November), missing an opportunity to extend its impact across the year. Eckrich optimized timing accordingly, and now six of seven tactics are forecasted to deliver an ROI >\$1, as opposed to just four tactics the previous year.

Shopper marketing

Keen's modeling confirmed the team's plans to move away from its mobile marketing tour and expand point-of-purchase shopper-marketing and in-store promotional activities. The team also uncovered an opportunity to improve returns on shopper marketing by extending the timing into the football off-season.

Add digital

Keen's scenarios also showed the team could get stronger returns on its digital programming by optimizing timing and shifting spend from banner ads to paid search.



Optimize to achieve

Keen doesn't just empower annual planning and forecasting. As the marketing team executes, they are able to update their scenarios and adapt in real time to stay on track to achieve their goals.

According to then-Senior Director of Marketing, Elizabeth DiJohn, that ongoing transfer of information is critical: "We're able to read what Keen's modeling is telling us and react quickly to impact the business positively, or wage against negative impacts. It's all about the real-time ability to get in and work the model."

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, and on LinkedIn and Twitter.