

Keen.

Mini Case Study: *Challenger Brand x Tracksuit x Keen*

The Need:

As a rising challenger in the non-alcoholic beverage space, this brand needed more than surface-level metrics. They needed to prove that brand building wasn't just driving awareness, it was fueling growth. To bridge the gap between visibility and business impact, they partnered with [Tracksuit](#) and [Keen Decision Systems](#).

How Keen Helped:

[Tracksuit](#) began consistently tracking aided and unaided awareness in early 2023, offering clear visibility into how the brand was performing across seasonal campaigns, new market launches, and top-of-funnel initiatives. Notably, they were the only brand in their category to see YoY growth in both types of awareness, an early indicator of brand strength.

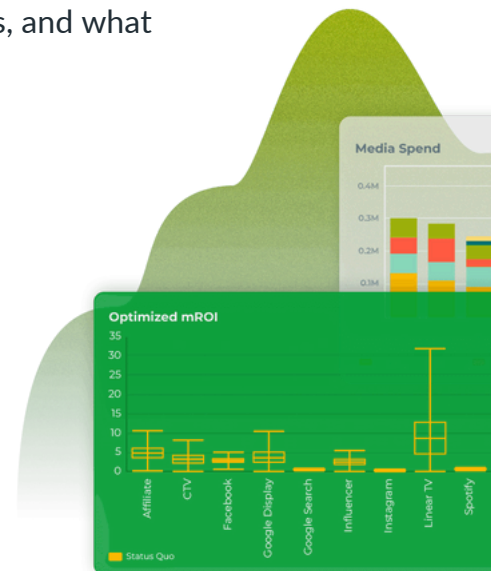
The Outcome:

Keen brought the next layer of clarity, linking Tracksuit's awareness metrics to media investment through Marketing Mix Modeling. The result? A clear understanding of which channels built the most awareness, how spend correlated with outcomes, and what budget was needed to hit future targets.

Together, Tracksuit and Keen empowered the brand to invest smarter, move faster, and tie top-of-funnel efforts directly to the bottom line.

Key Outcomes:

- Sustained growth in both aided and unaided awareness
- Ability to forecast spend required to hit awareness goals
- Repeatable system for media optimization and brand tracking
- Strategic alignment across brand, media, and analytics teams



Curious what this could look like for your brand?

Let's turn your awareness efforts into measurable impact. [Schedule a Demo](#) | [Start a Free Trial](#)