# keen

# Mini Case Study:
## *Quick-Service Restaurant Chain x Keen*

## The Need:

A **leading quick-service restaurant brand** was facing challenges in optimizing its marketing efforts for both acquisition and retention, without sacrificing profitability. While their strategy spanned both top- and bottom-of-funnel channels, they couldn't see which channels were pulling their weight, and which were quietly draining budget.

To improve marketing performance, the team needed a forward-looking, data-driven approach that could forecast outcomes and guide better resource allocation. They turned to Keen for a solution that could surface marginal ROI (mROI) insights across every channel. Not just a rearview mirror, but a forward-facing forecast.

## How Keen Helped:

By adopting **Keen's AI-powered optimization platform**, the client gained real-time access to mROI forecasts and dynamic planning tools. This enabled smarter, faster decisions, especially in high-impact channels like Connected TV and Digital Video OOH. No more guesswork. Every dollar had a job. Every channel earned its keep.

## The Outcome:

The result? A data-backed roadmap for scalable growth, increased profitability, and sharper marketing foresight.

## Key Outcomes:

- **Revenue Growth:** 2024 revenue increased by 10% compared to the previous year, continuing strong growth trends.
- **Improved ROI:** The client saw a 21% increase in profit ROI, particularly from Connected TV (+42%) and Digital Video OOH (+9.59).
- **Optimized Marketing Spend:** Strategic investments in high-ROI channels led to a 2% improvement in marketing spend efficiency.
- **Maximized Channel Impact:** Connected TV and Digital Video OOH saw significant ROI growth, positioning these channels as key players for future campaigns.
- **Smarter Forecasting:** The platform improved forecasting accuracy, enabling proactive, data-driven marketing decisions.