

Challenger brand drives revenue and profit...with less investment

A leading non-alcoholic craft beer company experienced rapid growth and strong distribution wins due to the increasing popularity of their category, the quality of their product and the support of a robust marketing program. The program operated across many marketing channels to drive awareness and product adoption.

The company came to Keen to aggressively grow their topline to become a market leader in the category. The brand implemented Keen’s platform to guide their yearly investment to maximize revenue, with a particular focus on their summer media spend.

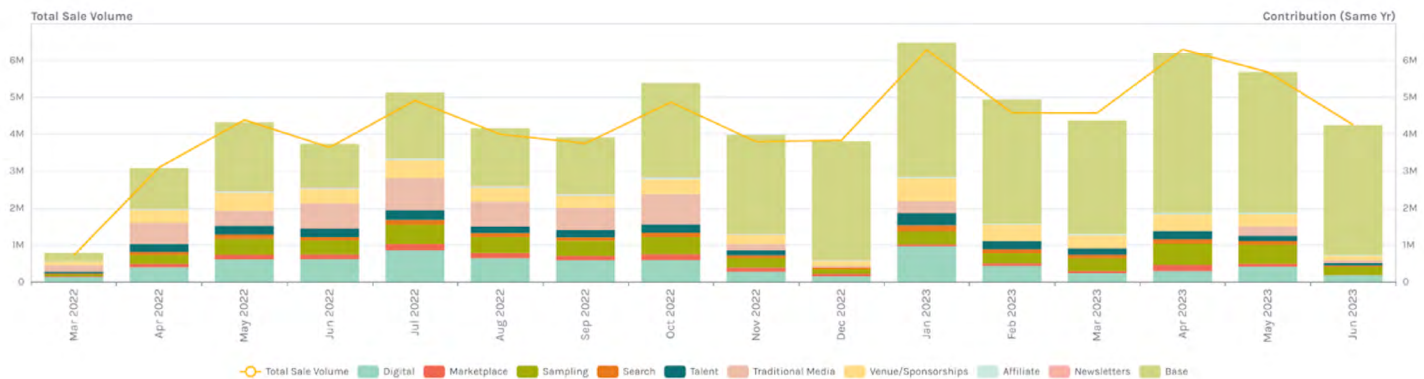
As the new year approached, their objective shifted.

They recognized that brand building was a heavy investment and had previously yielded negative profit in present value terms on their marketing spend.

The question became: How can the brand maintain their growth from marketing efforts while contributing positive net profits?

To sustain their growth, the brand needed to strategically optimize for profit. The team used Keen’s platform to drive this pivot and find the right mix that would achieve their growth goals while doing so in the most profitable way possible.

Keen’s platform demonstrated marketing incrementality contributes to 32% of sales volume.



Additionally, Keen’s platform and service helped drive both revenue and profit with less investment. The brand saw a 52% net profit increase by spending 15% less. The brand has learned that their investments must continue to balance growth with profitability to be sustainable.

Year Over Year Change		
Date	Q1 2023	Q2 2023
Total Revenue	57%	39%
Investment	-24%	-9%
Net Profit	167%	254%