

# Keen's portfolio view opens a national consumer brand's umbrella

**Allocating your marketing budget can be a daunting task, especially when you have multiple brands or products to promote. To drive sales and growth, it's important to make sure that each segment is getting the appropriate amount of investment.**

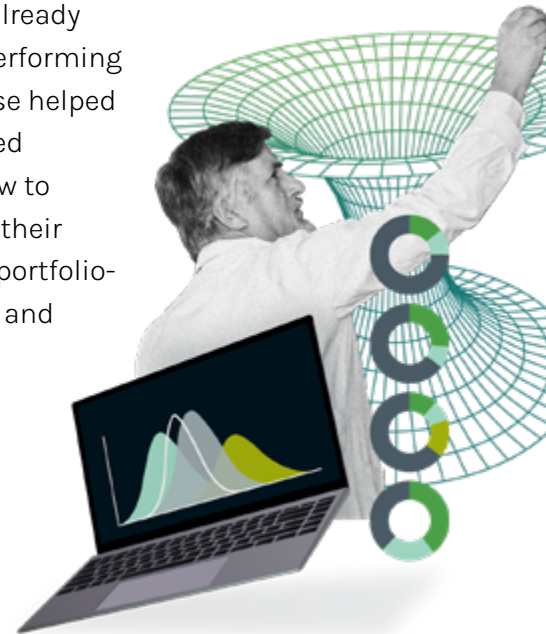
When a leading consumer brand sought to consolidate its marketing efforts and optimize its nearly \$30M marketing budget across all product lines, they turned to Keen Decision Systems for help. Keen created a unified view of the brand's portfolio, evaluating the financial contribution across channels for all seven products. The resulting model revealed that the brand could anticipate a 5.8% lift under the current strategy, thanks to favorable trends in distribution, pricing, and new products.

However, Keen's ability to optimize spending across channels and products by week produced a plan capable of delivering a **3.1 percentage point improvement over the status quo, resulting in an additional \$24.1M in profitability.** Keen's model recommended specific shifts to achieve this boost, including maximizing print investment and optimizing national TV investment through

an unconstrained approach to TV buys. Keen also sought the ceiling on digital marketing investments, enabling the brand to dial back investment without compromising returns.

**By unifying fragmented marketing investments into a consolidated brand strategy, Keen's portfolio-level insights were able to identify \$24M in profit for the consumer brand. This data-driven, optimized plan resulted in a payback time of less than 1.5 days net the investment in Keen.**

Despite the brand already being strong and performing well, Keen's expertise helped them make informed decisions about how to invest and allocate their resources to make portfolio-wide optimizations and maximize profits.



## About Keen Decision Systems

Keen Decision Systems is a high-growth SaaS company that helps FORTUNE 500 and other marketing leaders make data-driven decisions and tie them to financial impact. Keen manages \$2 billion in marketing for major brands that include Church & Dwight and Bush Brothers, among others.

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