KEEN CASE STUDY

How to improve the customer journey in store

Decision point: how do we drive more revenue via shopper marketing?

A food products company approached Keen to develop retail-specific models across its top five stores. The company's Marketing leadership recognized that each of its leading retail partners had a unique geographic footprint and organizational structure.

Incorporating the relatively small store-level programming into its overall national marketing model proved to be "too noisy" and did not deliver the granularity the company needed to understand what was happening in those discreet programs.

The Marketing team set out to understand how to improve the customer journey by optimizing:

Brands and tactics | Timing of spend | Level of spending allocation

Keen's impact

Keen's models found the company was overspending in many of its store-level tactics. It revealed a path to increase revenue by $4 million and marketing-driven profit by $1.5 million tripling marketing's return to 16 percent lift over the 2020 base case when optimized. All of these gains were based on just one national retailer.

The optimized shopper marketing investments **drove a return of $2.40**, versus a return of just $0.83 under the status-quo plan.

$$\frac{\text{Present Value of Marketing}}{\text{Marketing Investment}} = \text{ROI}$$

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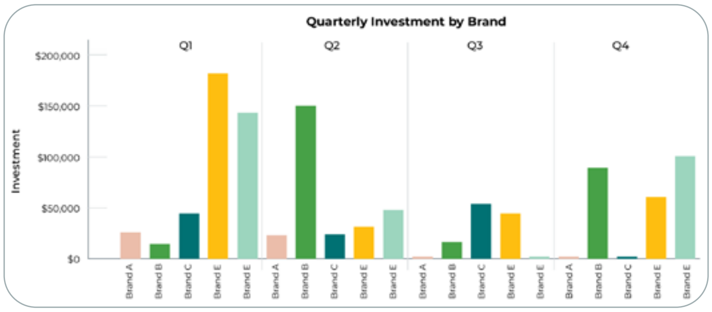
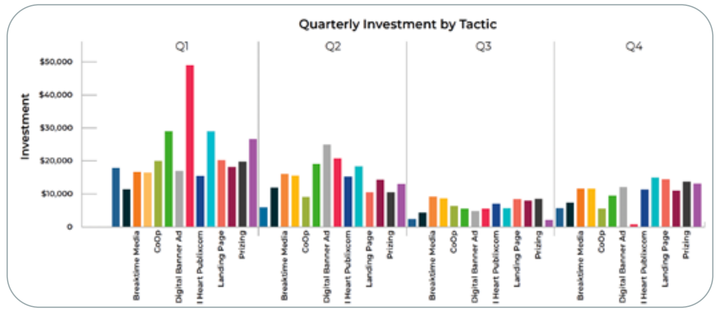
The path to success

Keen's platform generates a prescriptive plan that specifies the optimal spend by brand and tactic over each week of the company's spend.

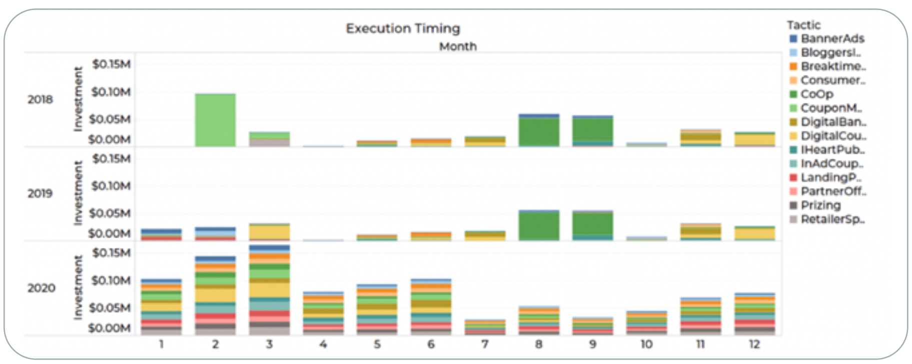


Planned portfolio allocations through the year will drive the highest NPV when spending against specific brands



Similarly, portfolio investments are most effective when spending against specific tactics

Extending timing of the spend ensured the brands invested at or below the profit threshold for each tactic for each week of the year, with the added benefit of providing greater coverage throughout the calendar year, while still supporting a seasonal peak during Q1.



The current plan ensures coverage through the full calendar year, with the heaviest focus in Q1

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, tie them to financial impact, and create long-term value across the board, including for shareholders. Keen's software lets marketers run scenarios to achieve their growth goals, driving a 41% improvement for clients over the past 52 weeks. Based out of North Carolina's Research Triangle Park, Keen manages $2 billion in marketing for major brands under Church & Dwight, Bush Brothers, Suja, Athletic Brewing, and Bumblebee Foods, among others.

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