

# Twinnings increases sales volume and revenue and secures additional marketing spend for Specialty brand

Better insights and data-driven decisions leads to better results—that's why Twinnings aligned with Keen to create a model for their Specialty tea brand which highlighted their performance to drive their decision making to reach their desired outcomes.

**16.5%** increase in sales volume

**28%** increase in revenue

With Keen's innovative, data-driven modeling solution, Twinnings was able to:

- **Predict the financial impact** of each of its channels—digital, online and trade—to compare and make decisions. This unified measurement sets a new standard for marketing decision support.
- **Optimize in real time** to model a prescriptive, weekly plan to drive incremental revenue without spending past the point of diminishing returns when timing was optimized.

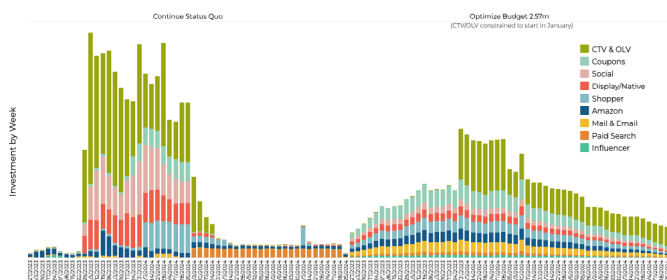
**“The team really helped to elevate the results into meaningful and impactful insights for our business. They (Keen) have proven to be great partners to our business.”**

- **Michael Ferris**

Associate Manager, Consumer & Market Insights

## Specialty / investment timing

An optimized plan for this brand covers all weeks of the year, building to peak support in Q2 before tapering off through the end of the fiscal year.



## Scenarios helped answer key questions to determine optimal marketing plan

Twinnings identified their biggest opportunities in coupons, shopper and direct mail that would yield positive outcomes with a greater investment. Additionally, Keen recommended key tactic spend and timing to drive incremental revenue against the team's fixed budget.

## Profit maximization beyond the tea drinking season

Twinnings was inspired to rethink seasonality. Keen's model showed that decreasing investments during the peak tea drinking season and reinvesting throughout the year could maximize profits.

## Data-driven decisions demonstrated value

“We have just exited our budget discussions with our senior leadership team last week and managed to secure additional investment for the US campaigns next year. These are tremendous results for the Twinnings North America team. We had a very compelling and exciting story to discuss with them, and that is in no small part attributable to the team at Keen.” Ferris said.

By working with Keen, Twinnings created scenario objectives for their Specialty tea brand that included tactic-level optimization against a fixed budget and maximize profitability. Additionally, **sales volume increased by 16.5% and there was a 28% increase in revenue** when the team compared the first six months of 2022 to the first six months of 2023. These results allowed the Twinnings team to unlock an additional \$4M in future marketing spend.