

World's Third Largest Confectioner Scores Sweet Results for Airheads and Mentos Brands

Better measurement leads to better results—that's why Perfetti van Melle (PvM) brought industry guru Bill Mackison on board. And with a breakthrough measurement strategy from Keen, things only got sweeter for its Airheads and Mentos brands.

82% lift in marketing contribution

\$27.4M in revenue opportunity

With Keen's dynamic, data-driven modeling solution, Pvm is 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 rather than waiting for year-end hindsight to see how it all played out.

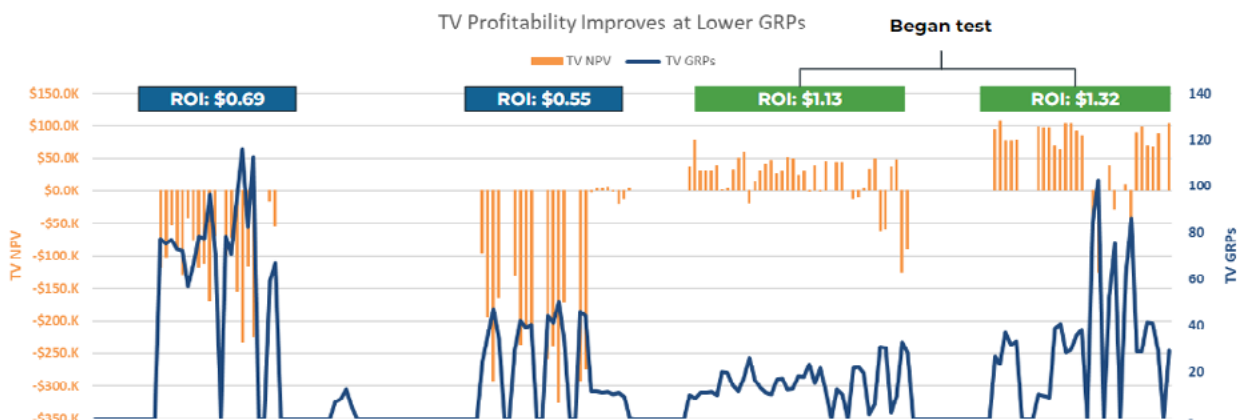
“We're using better data, and that's leading to better decisions. Instead of just market pre-tests, we can look at actual performance data in evaluating our campaign creative... Instead of planning with data that is 6-24 months old, we're working with data that is just 45-90 days old.”

– **Bill Mackison**, Director, Business Analytics and Insights, Perfetti Van Melle

Rethinking GRPs

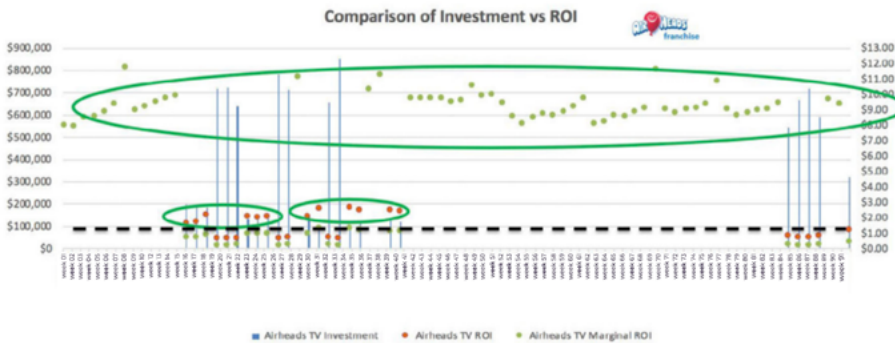
Keen's model suggested PvM could get better returns by breaking the Rule of 40 while building a media plan that aligned with the fragmented way consumers access media today.

“In the past, I would have surveyed 1,000 consumers to test their recall of my TV spot in a specific timeslot,” Mackison explained “But is that really a metric tied to business lift?”





Best ROIs when GRPs are Lowest



Keen challenged our status quo by showing that we garnered the highest ROIs when our GRPs were lowest.

– **Bill Mackison**, Director, Business Analytics and Insights, Perfetti Van Melle

Profit maximization? Always in season.

Airheads and Mentos were also inspired to rethink seasonality. Keen’s models showed that decreasing investments during peak candy seasons and reinvesting at the tail end of the year could maximize profits.

Small changes bring big results

PvM’s initiative to make changes through their small marketing programs, like couponing and sampling, forecast the potential for ROIs in the \$1.60-\$1.80 range—exponentially higher than the traditional expectations of \$.10-\$.20.

Real-time success drives long-term growth

“Not only are we improving what we’ve been doing, but we have substantial new runway to grow,” Mackison said. By optimizing its plan in real time, in one year the marketing team increased Mentos’ sales volume contribution by a whopping 82 percent year-over-year, and Airheads uncovered a \$27.4M revenue opportunity for the second half of the year. “I’m like a kid in a candy store,” he added. “We’re lifting volume in a sustainable way; the profit is paying for the investments. It’s also an investment in our long-term health and brand equity.”

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, Poppi, and Bumblebee Foods, among others.

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