

The best flight schedules: Keen research

At Keen, we help marketers plan their budgets and maximize. Using data from the Keen Platform, we took a look at different flight schedules to show the impact of these schedules on net profit.

Our case study compared three scenarios of linear TV advertising:

Always-on:

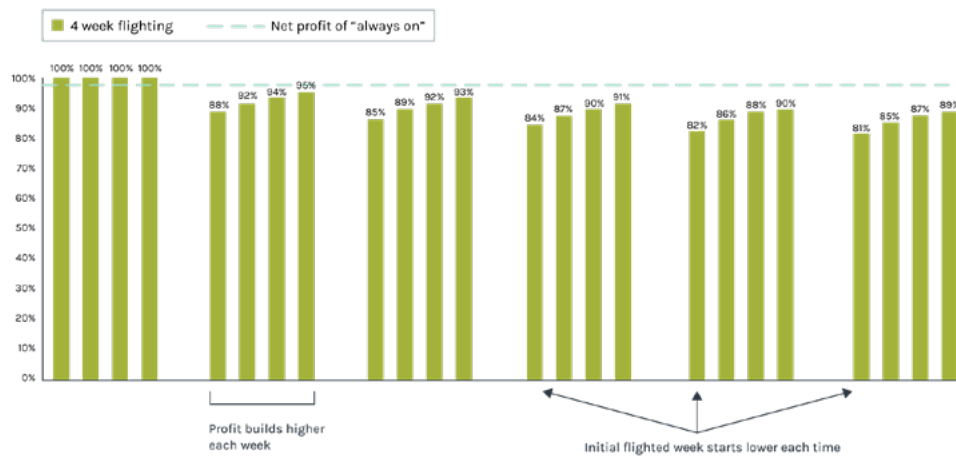
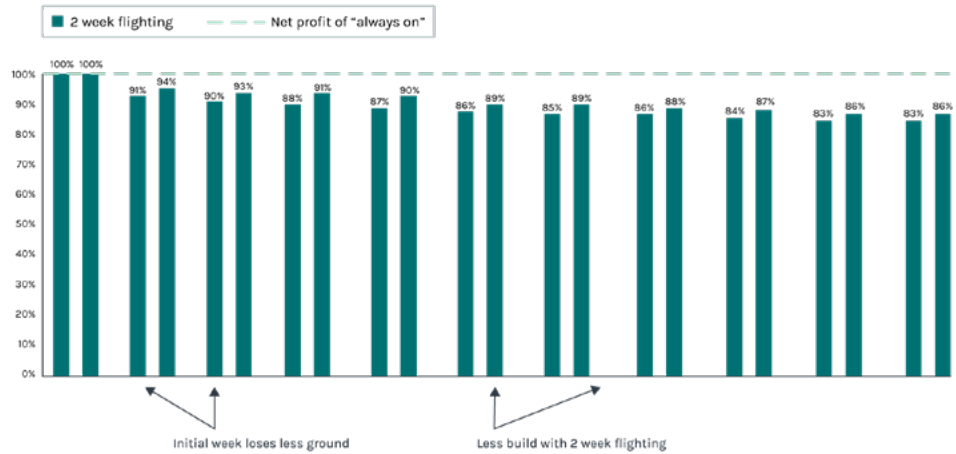
The brand maintained a consistent advertising presence, with no hiatus periods.

2-week flighting:

Ads ran for two weeks, followed by a two-week hiatus.

4-week flighting:

Ads ran for four weeks, followed by a four-week hiatus.



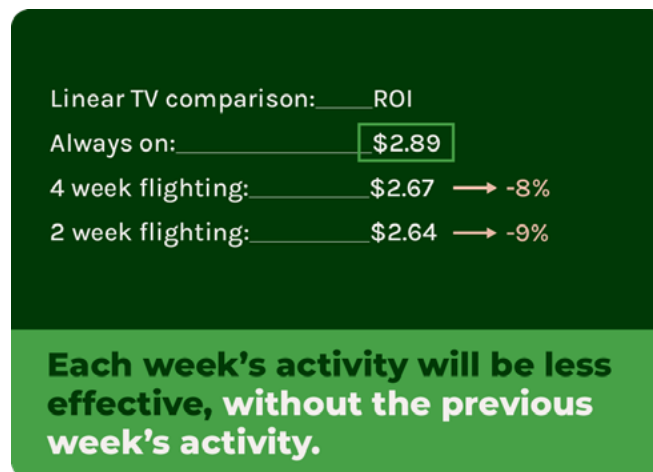
Results

The impact of going dark: We found that after a two-week hiatus, the first week of flighting generated 91% of the profit compared to the always-on strategy. However, each additional two-week period of going dark led to a 1% decline in the profit generated on the first week of flighting again. This indicates that longer hiatus periods can negatively impact profitability.

Longer hiatus periods: When comparing the 4-week flighting strategy, the first week of flighting after a four-week hiatus generated only 88% of the profit compared to the always-on strategy. This further demonstrates the quantifiable impact of “going dark for longer.”

Building equity with longer flighting periods: Although the first week of flighting after a four-week hiatus started at 88% of the profit, by the fourth week, we observed up to 95% of the profit compared to the always-on strategy. This suggests that consistent advertising activity can help brands build equity and recover potential profit losses.

The winner: Our study revealed that the 4-week flighting strategy outperformed the 2-week flighting, primarily because the long-term impact of marketing allowed brands to build equity and create more value with consistent activity.



Implications for Your Brand

These findings can inform your brand's flighting strategy in several ways:

- **Consider the impact of hiatus periods:** Brands need to weigh the potential savings against the potential loss of profit caused by longer hiatus periods.
- **Balance short-term and long-term effects:** While shorter flighting periods may provide immediate cost savings, longer flighting periods can help build equity and generate more value in the long run.
- **Customize your flighting strategy:** Your brand's unique product, target audience, and market landscape should inform your optimal flighting schedule.
- **Integrate with other marketing channels:** Explore how digital advertising, social media, and other channels can complement your flighting strategy to maximize overall marketing effectiveness.

Is Flighting your advertising budget the right strategy for your business?

The Keen Platform can ingest the data from your brand, pair it with 40 years of academic research and 10 years of our metadata to create a marketing mix model that predicts your future revenue.

If you are interested in using flighting or want to know what your optimal schedule should be, our models are used to run different scenarios and help you make an informed decision with your budget, in weeks, not months.

Get in touch with us today and see how we can help.

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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The Keen logo, featuring the word "Keen" in a bold, white, sans-serif font with a registered trademark symbol.