

This leader in the sausage industry's marketing ROIs sizzle even on a lean budget

The sausage manufacturer's marketing team nearly doubled its marketing ROIs in the midst of a 36% budget reduction, with accelerated top-and bottom-line growth, after optimizing their strategy with Keen.



Keen's future-focused scenarios revealed where and when to drive new value:

- Reallocate dollars from college football to direct-equity tactics
- Adjust spend to extend impact across the year
- Increase shopper marketing to improve merchandising performance
- Create continuity in digital, including a significant increase in paid search
- Increase consumer spending by \$3 million, the threshold for generating profitable returns

Where Keen differs is predictability—**how its modeling can predict the future**—that's what led us to partner with them.

– Senior Director of Marketing

Build on equity

To help put its name on the map, the company borrowed equity with a college football sponsorship. The college football program is successful, generating a \$1.07 ROI. Keen's scenarios revealed that increased investment in direct-equity tactics could offer a significant upside, so they redirected some funds into equity programming, including a new channel—online video.

Timing

Keen's model showed the brand was overspending during college football season (August to November), missing an opportunity to extend its impact across the year. They optimized timing accordingly, and now six of seven tactics are forecasted to deliver an ROI >\$1, as opposed to just four tactics the previous year.

Shopper marketing

Keen's modeling confirmed the team's plans to move away from its mobile marketing tour and expand point-of-purchase shopper-marketing and in-store promotional activities. The team also uncovered an opportunity to improve returns on shopper marketing by extending the timing into the football off-season.

Add digital

Keen's scenarios also showed the team could get stronger returns on its digital programming by optimizing timing and shifting spend from banner ads to paid search.

Optimize to achieve

Keen doesn't just empower annual planning and forecasting. As the marketing team executes, they are able to update their scenarios and adapt in real time to stay on track to achieve their goals.

According to then Senior Director of Marketing of the brand, that ongoing transfer of information is critical: "We're able to read what Keen's modeling is telling us and react quickly to impact the business positively, or wage against negative impacts. It's all about the real-time ability to get in and work the model."

One of the biggest benefits of working with Keen has been our ability to align how we look at the business with how our leadership views it.

- Senior Director of Marketing



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, Bayer, Liquid Death and Bumblebee Foods, among others.

Connect with Keen at KeenDS.com, Info@KeenDS.com, and on [LinkedIn](#) and [Twitter](#).