

# Dramamine changes marketing strategy to extend beyond traditional seasonal support

By leveraging the Keen Platform, the brand was able to evaluate the marginal return on their investments. This highlighted that profitable revenue could be unlocked in the off-season period. Through planning simulations, they quantified the value they could create for the business by incrementally investing during this time.

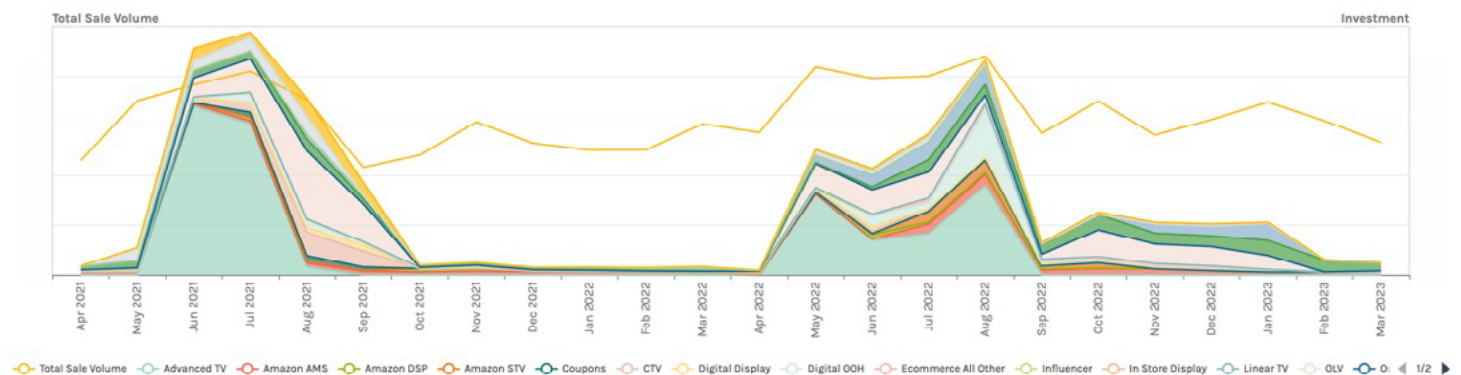
## 9.5% increase in marketing ROI

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

- **Predict the financial impact** of an incremental marketing investment. This additional investment not only showed the executive team that there would be more 2X in ROI but would set up the brand for rapid growth in 2025.
- **Optimizations 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.

### Sales & Tactic Performance

No sales volume decrease during the seasonal period with less marketing spend and an increase in revenue in the Keen suggested extended marketing period.



## Profit maximization is always in season

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

## Scenarios helped predict the returns on an incremental marketing investment

The team identified their biggest opportunities in Advanced TV and OLV 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.

## Data-driven decisions demonstrated value

By working with Keen, Dramamine was able to use historical data, and future looking scenarios to justify changes to their strategies. They had seen through reports and studies that travel patterns were changing, and Keen's system provided the projections needed to show that adjusting the timing of their support would be profitable for the brand. Choosing to execute in a test and learn environment that limited their exposure, they saw very positive results that redoubled their belief in the new strategy and led to a 50% increase in their 2H budget to support periods such as the holidays.

"Working with Keen has helped build further momentum on the Dramamine brand and has changed the way we think about supporting the business. Based on their modeling we have significantly increased our investment in Dramamine and refined our marketing tactics to maximize ROI - which has driven the brand to record high sales."

- **Frank Paukowits**, Senior Brand Director,  
Analgesics and Digestive Health

## 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.

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