

Telecommunications B2B brand increase their ToF marketing investments and increase B2B leads by 10%

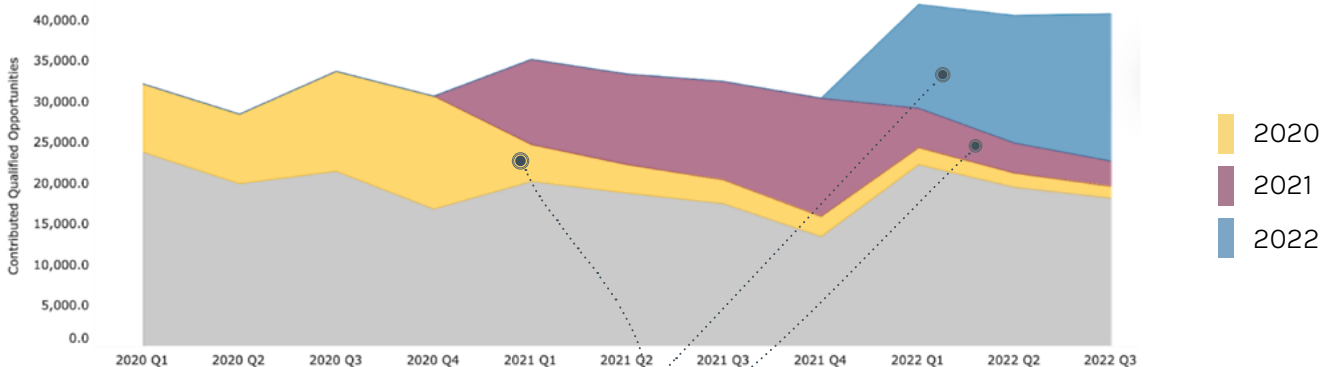
One challenge for many B2B brands is tracking and analyzing a sizable number of factors balancing their marketing investments across top-of-funnel brand building tactics and bottom-of-funnel demand driving tactics all the while remaining profitable and showing marketing ROI.

Keen's B2B client in the telecommunications industry was having difficulties attributing B2B lead generation and wanted to understand which marketing tactics were the most effective and where their marketing plans could be improved.

By leveraging the Keen Platform, the brand was able to build a model of the marketing tactics and major drivers of B2B leads. The models provided understanding of how their investments could produce the greatest returns and simulated an optimized budget across tactics and timing to drive incremental B2B leads which resulted in a recommendation to increase in top-of-funnel investments.

Increased top of funnel investments led to base and longer term brand growth

- With Keen's next-generation modeling solution, this B2B brand was able to:
- Increase their long term value by shifting bottom-of-funnel spend to top-of-funnel which also resulted in new leads that could be attributed to marketing.
- Reallocate top-of-funnel investments tactics to optimize based on performance, such as shifting Google Display Network dollars to the better performing Display Video 360, to help drive a 10% increase in B2B lead growth.
- Grow leads more effectively at a similar budget level from the previous quarter.



*Long term marketing helps build higher base for the following year's marketing.

Data-driven decisions provide long-term value

By working with Keen, this B2B brand was able to execute a plan based on the platform's recommendations, increase leads and maintain profitability with similar year-over-year budgets. By investing more in top-of-funnel tactics, the brand will continue to see that each year, the base for their marketing will start at a higher level which will create greater long term value for their brand.



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, Suja, and Bumblebee Foods, among others.

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