

# The optimization strategy recommended by Keen Platform finds an **additional \$12M in revenue YoY for seasonal brand** using the same marketing budget.

## Rethinking GRPs

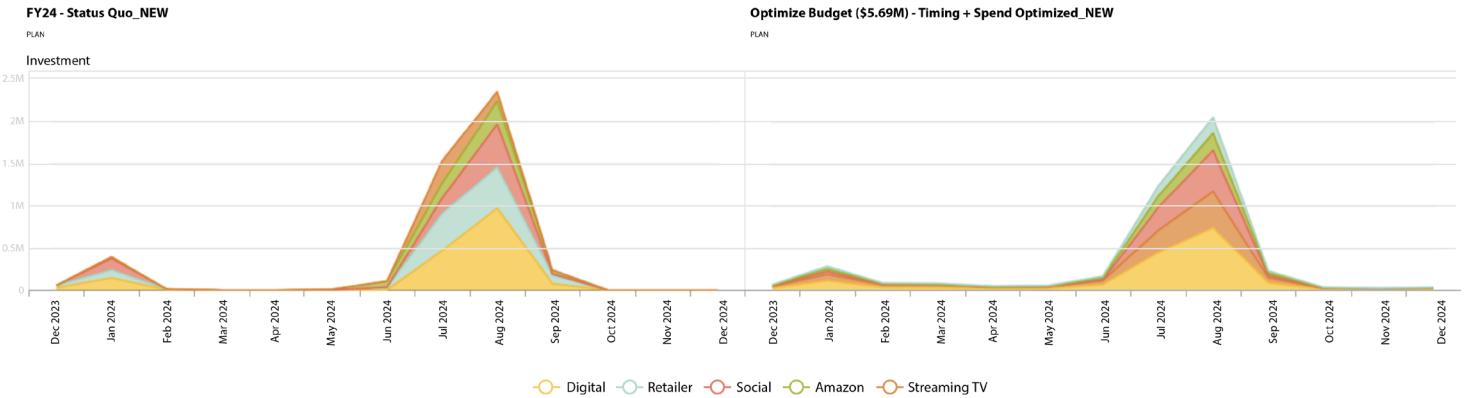
The brand has global reach and provides category-leading products that help busy people plan and organize work, school and play.

### THE CHALLENGE

This brand has a highly seasonal business and was hesitant to alter their back-to-school investment strategy. After years of being the de facto- strategy, the brand was hesitant to try anything that might upset their status-quo.

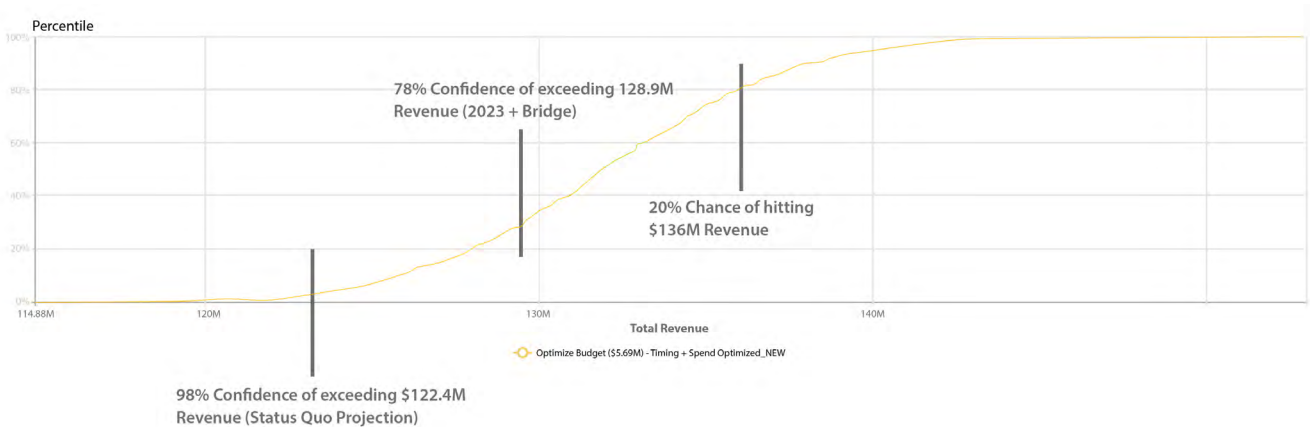
### THE SOLUTION

The Keen Platform recommended optimizations to the channel investment allocations and flying strategy. The recommended strategy enabled the brand to build momentum before its key season to maximize the value of its prime weeks.



### THE RESULTS

The Keen Platform’s findings demonstrated a 75% confidence that the brand would grow YoY by implementing the optimized strategy, with the most likely result being an increase of \$12M in marketing contributed revenue on same spend.



## Implementing the flighting optimization results in 6% Total Retail Dollars (+9.8M), +6% New Revenue (+\$7.6M), and +49% Profit ROI (+\$.70)

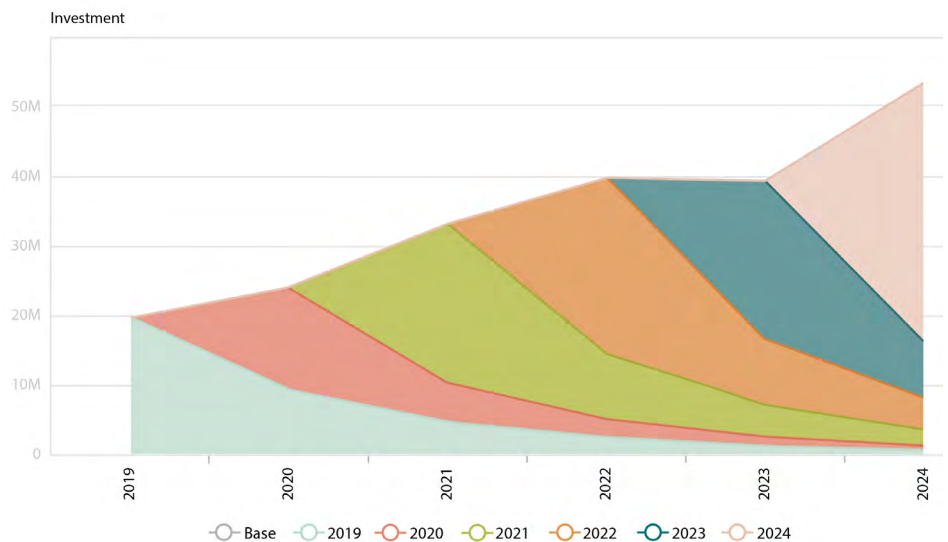
METRIC	FY24 - STATUS QUO_NEW	OPTIMIZE \$5.69M (TIMING LOCKED - SPEND OPTIMIZED)_NEW	OPTIMIZE BUDGET (\$5.69M) - (TIMING + SPEND OPTIMIZED)_NEW
	2024	2024	2024
Investment	5.70M	5.70M	5.70M
Total Retail Dollars	156.48M	158.56M	168.33M
Profit ROI (Same Yr)	1.27	1.43	2.13
Net Revenue	122.36M	123.99M	131.63M

### ADDITIONAL KEEN INSIGHTS

Keen recommends a multi-year view of marketing impact, which enables 20%-88% spend increases to maximize profitability.

#### Marketing’s impact felt beyond the same year, increasing the base and total marketing contribution for subsequent years

While spending 20% more in 2024 may not return a \$1+ in total same year revenue, it will continue to drive multi-year profitability.



## 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, Athletic Brewing, and Bumblebee Foods, among others.

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