



Mini Case Study: Performance Apparel Brand x Media Agency x Keen

The Need:

When a **leading performance apparel brand** opened an RFP for *full-funnel support*, their *longtime media partner* saw an opportunity to level up.

To stand out, the agency teamed up with Keen to deliver something more strategic than standard media planning: a data-backed investment roadmap that shifted the conversation entirely.

How Keen Helped:

While the initial brief centered around three potential investment tiers - **\$5M, \$10M, or \$15M** - Keen helped reframe the question: *What if the true opportunity is even bigger?*

Using real business data and awareness signals from Tracksuit, Keen built multi-year, channel-constrained scenarios that modeled impact across revenue and profit, not just media KPIs.

The Outcome:

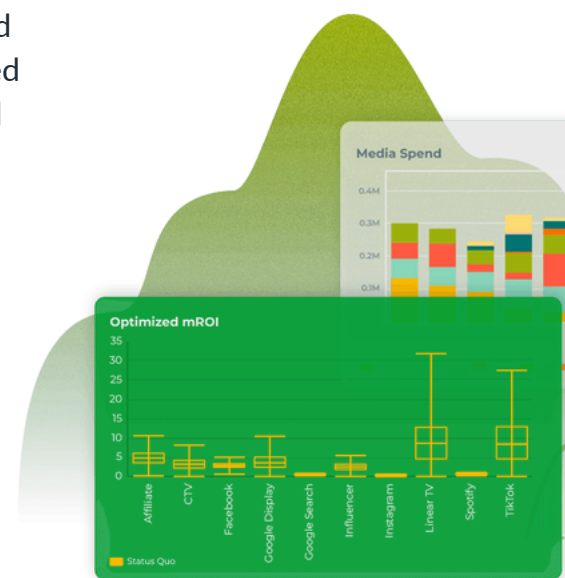
The result? A refreshed pitch that centered on clarity, upside, and growth.

With a **top scenario landing at \$35M**, the agency demonstrated bold thinking, smart modeling, and category expertise. The client validated the outputs against third-party benchmarks, strengthening trust and positioning the agency as a true strategic partner.



Key Outcomes:

- Reframed \$5M–\$15M ask into a \$35M opportunity
- Delivered clear, predictive scenarios using real client data
- Helped agency move from tactical partner to strategic lead
- Built a repeatable framework for future enterprise pitches



Curious what this could look like for your agency?

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