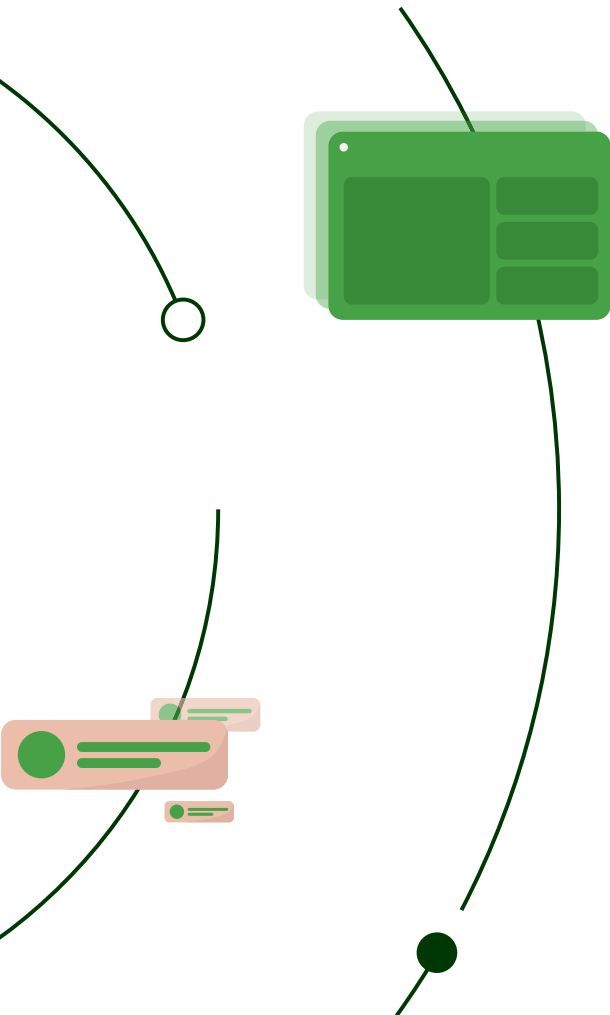


Maximize your marketing impact with Keen Platform's Portfolio Optimization feature

As a brand manager, you know that managing multiple brands can be a challenging task. Allocating budgets, optimizing tactics, and maximizing profits are just some of the things you have to worry about. Enter **Keen Platform Portfolios**—the innovative solution designed to bring your entire enterprise together.



Our cutting-edge platform enables you to create segment models for each brand or product line, regardless of size or marketing channel, and then seamlessly stitch them together into a comprehensive portfolio model. This allows you to view your entire marketing portfolio holistically, gain valuable insights into performance, and make data-driven decisions about resource allocation.

The **Portfolio Optimization feature** enables you to:

- Create a unified view of your entire marketing portfolio for informed decision making
- Analyze key performance indicators (KPIs) across your entire marketing portfolio
- Optimize your marketing budget allocation across different segments and tactics to maximize profits

Whether you're managing multiple brands or product lines, experience unparalleled efficiency and effectiveness in budget allocation, maximizing your marketing impact, and driving growth across your entire enterprise. It's time to take control of your marketing budget and optimize your resource allocation like never before. Get started with Keen Platform Portfolios today and unleash the full potential of your marketing efforts.