

Optimizing your DTC marketing strategy

When you're fighting against large consumer brands with seemingly unlimited budgets, you need to make every dollar count. Keen offers the only next-generation marketing mix platform, which provides historical performance measurement, as well as predictive and prescriptive plans to optimize ongoing marketing spend decisions—across all channels and connecting those decisions to financial outcomes.

DTC Use Cases

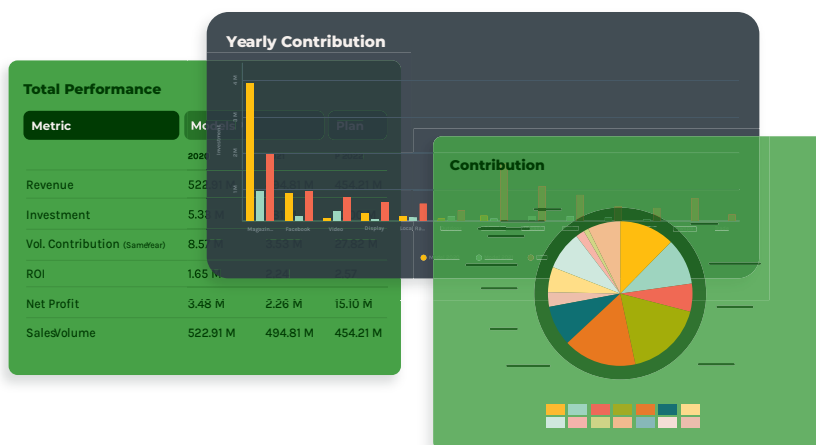
- Uncover future revenue for your business at different budget levels.
- See potential ROI on investment in new channels before you start testing.
- Show impact of budget cuts on ROI before you implement.
- Present the optimal path to hitting your revenue goals.








We take your data, pair it with **40 years of academic research** and **10 years of metadata** to create a model that accurately predicts your future revenue.



While your competitors are looking at spreadsheets and powerpoints that show them what happened last year, **let Keen be your secret weapon that helps you make your next budget decision.**