

Build the Business Case

Keen.

One Sheet

Some of the significant shortcomings of traditional MMM include its cost, lack of speed, flexibility, and providing outdated reports. Marketers get results too late and they're too summarized to be actionable.

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.

Increase ROI. Spend less money.

Future-powered software enables you to quickly and accurately plan, adjust, and report on your marketing mix strategy by ditching the delays and data gaps of the outdated, out-of-touch MMM approach.

Accurately measure the true impact of marketing in real time.

Keen offers real-time marketing insights to help you learn from what you've spent, pivot based on your goals, and predict the best path to create both short-term and sustainable value. Start eliminating wasted marketing spend and focus on what works.

Leverage the power of technology and automation to elevate your strategy.

The Keen platform functions from a data-first approach, which allows brands to quickly adapt, evolve, and adjust to a constantly changing environment. Enabled by the dexterity, flexibility, and speed of machine learning, we provide detailed guidance that delivers ROI and lift opportunities

Keen by the numbers.

With a brand revenue of 100M (accounting for a standard split of 90% base / 10% marketing influenced revenue), 10M marketing revenue combined with a 25% increase our clients typically

see in marketing performance in the first 6 months, yields a lift of 2.5M. Minus an average cost of Keen, that's an increase of 2.4M that you wouldn't see without our technology.

| Keen ROI Calculator | |
|---|----------------|
| Brand Revenue | \$100,000,000 |
| Base | 90% |
| Marketing Influenced | 10% |
| Marketing Revenue | \$10,000,000 |
| Avg Lift from Keen Optimized Plans | 25% |
| Sales Lift | \$2,500,000.00 |
| Keen Cost | \$100,000 |
| Cost - Lift | \$2,400,000.00 |
| ROI | 24x |

Partnership that proves value.

Inspire confidence by partnering with an expert in decision optimization and predictive analytics. Our clients are seeing impressive results.

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| The client National leading frozen food delivery company | The solution Based on industry headwinds, our bayesian models identified areas to optimize marketing spend including recommendations where to cut budget while still retaining a positive ROI across their marketing plan. |
| The problem Covid impact left our client whiplashed with a growing revenue in 2020 as folks relied on food delivery, and a quickly declining 2021 as the world ventured back into restaurants. | The results 2021: Keen strategies delivered \$1.74 ROI across marketing plan even after budget cuts 2022: Keen recommendations are forecasting: 46% revenue increase |

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| The client A leading D2C eco-friendly cleaning products company | The solution Leveraging our SaaS platform and our monthly data refresh cycle, our client optimized their channel mix investment utilizing weekly spending recommendations. This yielded increased sales volume and uncovered opportunities for future gains. |
| The problem Inability to ingest real-time data led to inaccurate insights. The delay in model refresh stifled their ability to run optimizations and compare against baselines. | The results Identified an additional \$33M + in potential YOY sales growth \$11M + projected increase in sales volume with a reallocation of existing budget |

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| The client A global leader in golf grip innovation and technology | The solution Leveraging our SaaS platform, our client continually optimized and adjusted the time and spend of their channel mix yielding an exponential ROI and identified opportunity for continued increased profits. |
| The problem With a fixed budget, our client needed to identify the best mix to meet revenue targets in 2022. Success was critical in order to make case for additional marketing support the following year. | The results 344% ROI <small>YTD, really</small> Marginal ROI's of \$6.72 provided evidence to support future investment increase and uncovered opportunity for future gains. Revenue increased \$14M + in their first year with Keen |

Connect with Keen at KeenDS.com, Info@KeenDS.com, and on [LinkedIn](#) and [Twitter](#).

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