

# Uncertainty Be Damned

*Brand leaders embrace  
a next-generation  
marketing mix solution*



**Keen**<sup>®</sup>  
Model Your Brand Winning



**There's no shortage of uncertainty when building your marketing plan. Considering a pandemic (and all its variants), inflation, supply chain crisis, social unrest, and historic worldly events, we just have one question — how are you making your marketing investment decisions?**

Uncertainty makes your job harder. We get it.

During times like this, particularly in CPG, your planning tools have been limited and experience tells us one of two dictates come down from the top: 1) cut budget or 2) transition to short-term transaction-driving tactics. But you're the one who is responsible for the results and you know that neither of these strategies are smart. In fact, you're certain that these quick decay decisions will cost you and the brand more in the long run.

There are more informed decisions to be made. Figuring out what those are while demonstrating results and earning buy-in from the suits is what we enable you to do — all day, every day. Whether you're facing the typical market shifts or the unforeseen you've-got-to-be-kidding circumstances, our system empowers you to accomplish three key must-haves you can't do today.

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## PREDICT SUCCESSFUL OUTCOMES

Traditional marketing mix analysis relies nearly 100% on historical data that is painful to pull, normalize, and format. Juggling the ever-evolving landscape of tactics, channels, and consumer preference is hard enough. And by the time historical MMM insight shows up at the party, it's months late, didn't bring snacks, and stands in the corner not sure what to do with its hands. Unacceptable!

*What you need is a partner who will show up to the party early ready to set up, armed with a playbook and loaded nachos to ensure success.*

How do we do it? We're going to geek out for a moment, but bear with us.

We deliver recommendations leveraging a Bayesian analysis in which the probability of a successful outcome is informed by both prior information and new evidence. Unlike traditional MMM, historical insights account for less than one-third of what informs our recommendations. More future, less past.

Our patent-pending Marketing Elasticity Engine leverages three primary sources in addition to a smidge of history. We start with an inventory of the most widely respected truths from academically published elasticities across various channels and industries. Then that combines with contemporary metadata and finally, new elasticities published out of our system.

Bonus, every time we publish a new model within our system, the machine learning algorithms grow smarter. Add in "the unexpected" and "your competitive data" as external variables, then you'll see how defending a short-term position could impact your brand's long-term equity. Bottom line, you're empowered to execute a plan that outpaces market expectations and your competition.



## OPTIMIZE YOUR MARKETING INVESTMENT TIMING

Our system estimates the contribution of each dollar spent into the future, accounting for long term effects, impact from spending in other marketing tactics, and external factors. The system then automatically builds response curves by week into the future, so we know the exact optimal spend in any given week.

External factors impact how much and where you should spend. For example, if COVID is keeping consumers out of grocery stores, the system will recognize the declining impact of in-store programming and enable you to optimize your marketing mix.

## QUICKLY RESPOND TO CHANGE

Finally, every dollar you spend in one channel has an impact on every dollar you spend in another. So, when you are creating a plan or even making a quick adjustment (yes, you can do this), understanding all of the intended and unintended consequences is a challenge. As you evaluate channel and timing options, our system quickly accounts for how your marketing decisions contribute to or distract from your targeted financial outcomes.

Unlike old-school marketing mix modeling tools, our system provides brand leaders with a continuous decision loop. Every week, every month, every quarter, new data becomes available. This new data is appended to our system to inform the most recent coefficient. So, at any point in time, you can re-run your plan and proactively make adjustments based on the latest information.

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# TL;DR: YOU CAN'T AFFORD TO WAIT

**Bottom line, Keen provides the agility necessary to not just respond to the unexpected but to actively plan for it (over and over again).** Our team of experienced brand marketers, data scientists, and application developers have created a platform that is not only evolving the marketing mix modeling process but also arming brand leaders with new capabilities to address the complexities created by a dynamic world.

*Want to see how a brand used Keen's MIDA platform to re-allocate investments to prop up their back-half sales amid COVID-19 store shutdowns?*

↓  
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CASE STUDY  
From Shut Down  
to Rebound

## ROI

