

Optimizing Your Marketing Spend

To help you make the most of Keen's optimization suggestions and improve your marketing ROI.

REVIEW YOUR CHANNELS:

Look at how different channels are performing in your report.

IMPLEMENT OPTIMIZATION SUGGESTIONS:

Keen will provide recommendations based on your data, such as increasing spend on high-performing channels or adjusting underperforming ones.

PREDICT FUTURE RESULTS:

Use Keen's forecasting tools to see how your changes will impact future performance.



Best Practices:

1. Focus on both **short-term** and **long-term** impacts.
2. Consider testing different scenarios with **Scenario Planning** to optimize over time.

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