

Keen.

Mini Case Study: *Fast-Growth Beverage Brand x Keen*

The Need:

By 2022, the **prebiotic soda brand** had reached roughly \$150M in annual revenue and was poised for breakout growth - but lacked a clear roadmap for how aggressively to invest in marketing. Leadership needed a credible, financial planning system to quantify the upside of increased investment - especially ahead of high-profile brand moments. Without a data-driven framework, decisions risked being driven by instinct instead of economics.

How Keen Helped:

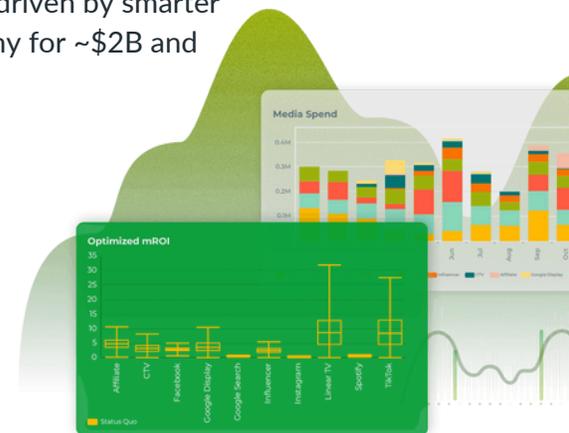
In 2023, the brand partnered with Keen to **quantify the causal impact of marketing** and **model how different spend levels could accelerate topline growth**. Using Keen's planning scenarios, the team validated the upside of increased investment and built a tentpole strategy around key seasonal and cultural moments. Keen enabled the brand to forecast outcomes before committing dollars, align leadership around bold investment, and repeat the strategy with confidence in 2025.

The Outcome:

Over the course of the partnership, the brand increased its marketing investment intensity from ~6.8% to ~10.8% of revenue and improved profit ROI on marketing by 75%. Incremental revenue contribution nearly doubled—from 20.5% to 42.1% - and total revenue increased 65% year-over-year (2024 → 2025), with 11% of that growth driven by smarter marketing. In 2025, the brand was acquired by a global beverage company for ~\$2B and continues to rely on Keen as its planning and forecasting system.

Key Outcomes:

- 5x increase in marketing investment intensity (2023–2025)
- 75% improvement in profit ROI on marketing (2023–2025)
- 13x+ growth in enterprise value, culminating in a ~\$2B acquisition in 2025



See How Keen Can Help Your Brand Grow

Want to optimize your marketing strategy and drive sustainable growth?

[Download the full case study](#) or [get a demo](#) to see how Keen's data-driven insights can transform your brand's marketing performance.