

Keen.

Mini Case Study: *Global Beauty Brand x Keen*

The Need:

A **top beauty brand** with a global footprint needed more than traditional marketing mix models, they needed precision. With high-stakes planning cycles and rapidly shifting retail conditions, they partnered with Keen Decision Systems to bring forecasting into real time.

How Keen Helped:

The brand implemented **Keen's Forecast Actualization Process**, enabling them to monitor, adjust, and optimize spend throughout the quarter, not just retroactively. The engagement began with aligning on key data sources and preferred measurement inputs, laying the foundation for consistent forecasting and stronger cross-functional decisions.

The Outcome:

From there, Keen powered real-time forecasting refinements, achieving just a **2-3% variance** between predicted and actual results. That level of accuracy drove faster decision-making, reduced internal bottlenecks, and improved quarterly planning. Teams across analytics, insights, and media aligned around a single system for continuous optimization.

What began as a modeling fix evolved into a decision engine: scalable, adaptable, and built to grow with the business.

Key Outcomes:

- 2-3% variance between forecast and actuals
- Mid-flight budget adjustments with real-time performance insight
- Repeatable, scalable decision-making framework
- Cross-team alignment + faster approvals



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.