

# Keen.

## Mini Case Study: *Household CPG Portfolio x Keen*

### The Need:

A **household CPG portfolio** faced mounting pressure to improve ROI in a shifting media environment. Traditional allocation models lagged behind consumer behavior, particularly as digital and retail media opportunities expanded. The team needed a proven approach to guide spend decisions across multiple brands and categories, with clear evidence of ROI improvement.

### How Keen Helped:

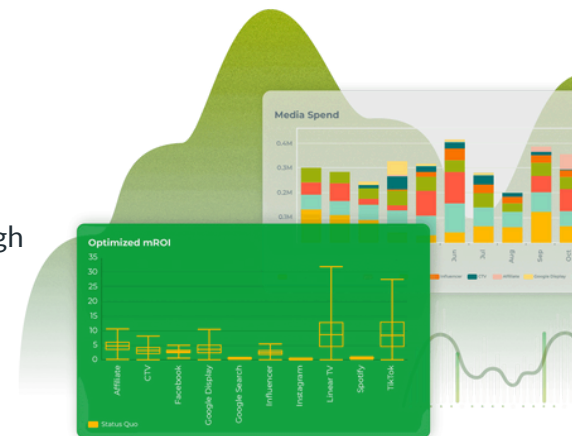
Keen partnered with the portfolio's media and agency teams to **integrate response curves** with audience, channel, and cost data - providing a precise, forward-looking system for budget allocation. By pairing Keen's modeling with agency activation, the portfolio was able to scale learnings across brands and double down on high-performing digital tactics. This joint approach created an iterative cycle of measurement, optimization, and reallocation that adapted to consumer shifts in near real-time.

### The Outcome:

The portfolio achieved a 42% increase in overall media ROI since 2019, including a 63% increase in digital ROI. By applying Keen insights and activating them through agency execution, the portfolio unlocked \$79MM in incremental revenue from 2023 to 2024 alone. Significant gains were seen in digital video, social, and retail media, providing both short-term profitability and long-term portfolio growth.

### Key Outcomes:

- 42% increase in overall media ROI since 2019
- 63% increase in digital ROI across the portfolio
- \$79MM incremental media-driven revenue gained in one year through optimization



## 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.