

Keen.

Mini Case Study: *Independent CPG Agency x Keen*

The Need:

A **fast-moving independent agency** needed to justify a multi-million-dollar media budget to its client's board ahead of a brand relaunch. Traditional planning methods weren't enough. They needed scenario clarity, fast.

How Keen Helped:

They partnered with **Keen Decision Systems** to transform high-stakes budget conversations into confident, data-backed plans. Keen's scenario modeling allowed the agency to test multiple revenue targets, align investment strategies, and visualize the point of diminishing returns across channels.

The process started with a focused onboarding and data alignment, prioritizing speed and relevance over complexity. The agency's CEO led the engagement, using Keen's platform to build revenue scenarios tied to 10%, 15%, and 20% growth targets, arming them with clear, board-ready justification for the proposed budget.

The Outcome:

This engagement turned a complex challenge into a clear path forward. Keen enabled the agency to move quickly, secure the needed client budget, and strengthen its role as a strategic partner.

Key Outcomes:

- Board-ready budget scenarios tied to revenue targets
- Data-backed justification for multi-million-dollar spend
- Faster planning and approval cycles
- Strengthened agency-client trust through transparent modeling



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.