

Keen.

Mini Case Study: *Multi-Category Pancake Brand x Keen*

The Need:

As the brand expanded beyond its **flagship pancake line into multiple new categories**, leadership faced growing pressure to prove profitability while sustaining momentum. Prior to Keen, inconsistent media allocation limited visibility into which investments were driving returns. The team needed a unified system to evaluate trade-offs, mitigate risks such as product recalls, and maintain financial discipline while scaling.

How Keen Helped:

Keen partnered with the multi-category pancake brand to apply **portfolio-level modeling and scenario planning**, showing exactly how every marketing dollar contributed to profit. Together, they built custom environmental factors to forecast the impact of upcoming product launches and category expansions. With this framework, the team could anticipate shifts, rebalance investments across tactics and channels, and make faster, more confident decisions that supported both growth and profitability.

The Outcome:

Within just a few quarters, the brand delivered \$3.5 M in NPV gains - a 15.2× return on its Keen subscription investment. Revenue increased by over \$100 M compared to pre-Keen performance, with profitability sustained even through market volatility. By embedding Keen into its planning process, the team established a repeatable decision-making system that powers category expansion with confidence and clarity.

Key Outcomes:

- \$3.5M Net Present Value (NPV) gains within quarters of partnering with Keen
- \$108M revenue growth after implementing Keen
- 15.2× ROI achieved on Keen's subscription investment



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.