

## Mini Case Study: Global Travel & Hospitality Brand x Keen

### The Need:

A **premium travel platform** operating within a larger lifestyle group faced a complex marketing challenge: balancing awareness and conversion efforts while planning for seasonal, international, and commission-based revenue. To evolve from reactive spend analysis to proactive planning, the brand partnered with Keen to align marketing investment with forecasted demand and seasonal goals.

### How Keen Helped:

Using **Keen's** platform, the team unified data from multiple paid media sources - metasearch, social, programmatic, and affiliate marketplaces - into a single high-fidelity forecasting model with low MAPE and high accuracy. Together, they evaluated multiple 2025 plan scenarios: status quo vs. optimized, revenue-maximizing vs. profit-maximizing. The winning scenario forecasted substantial revenue growth and increased bookings, outperforming historical approaches. The platform also clarified where growth was driven by media versus market trends, allowing the team to double down on high-ROI tactics and eliminate inefficient spend.

### The Outcome:

Today, the marketing team doesn't just plan, they simulate, iterate, and invest with precision. With integrated insight from both direct and third-party booking data, they've refined seasonal campaign planning and shifted to a continuous decisioning model that supports scalable growth.

### Key Outcomes:

- **High model accuracy** and low MAPE
- **Significant forecasted revenue growth** with optimized spend
- **ROI clarity** across multiple tactics and plan scenarios
- **Shift from post-hoc analysis** to proactive decision modeling
- **Refined focus on seasonal campaign planning** to adapt to changing market conditions and optimize revenue generation

