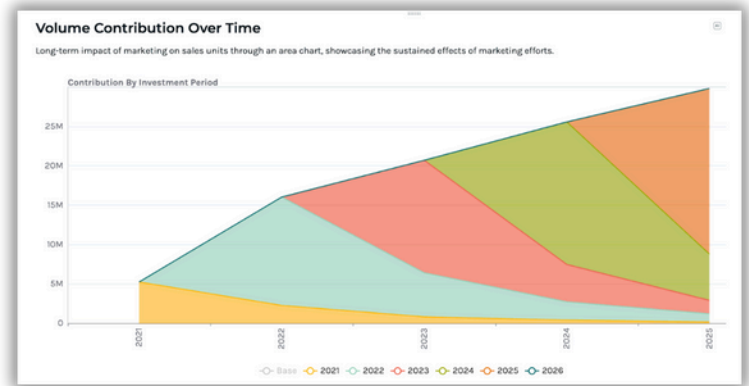


Keen.

Mini Case Study: National Skincare Brand x Keen

The Need:

A **heritage skincare brand** with over 175 years of legacy partnered with Keen to modernize its marketing strategy while preserving the core identity that built consumer trust. Facing limited media budget, shifting demographics, and pressure to maximize ROI across body care and haircare categories, the brand needed a more strategic approach to investment planning.



How Keen Helped:

Keen's marketing optimization platform enabled the team to analyze four years of historical performance, refine their media mix, and reallocate spend with precision, even under tight constraints across TV, influencer, and trade channels. They explored multiple investment scenarios (+8%, +10%, +15%) and received clear, data-backed recommendations on *where to increase or reduce spend*.

The Outcome:

The result? A **revitalized go-to-market approach** that honored the brand's legacy while embracing innovation. The team drove year-over-year growth, increased base contribution, and improved efficiency across every scenario. By aligning future plans with what historically worked, while staying agile for what's next, they unlocked a lasting competitive edge in a crowded category.

Key Outcomes:

- Increased marketing contribution to base growth
- Optimized media mix across constrained & unconstrained scenarios
- Sustained year-over-year growth with agile investment strategy

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.