

KEEN GUIDE

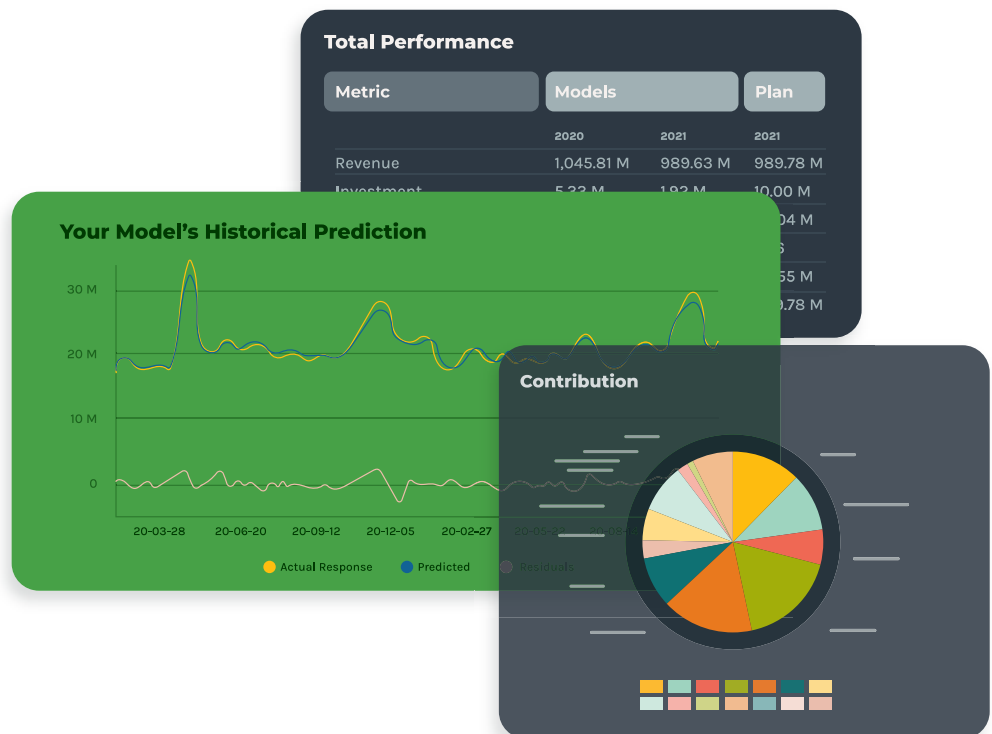
# The **Keen advantage** over traditional MMM

# Level up your marketing strategy with a future-focused partner

Traditional marketing mix modeling (MMM) is high cost, slow speed, limited flexibility, and offers only outdated reporting. As a result, marketers often receive results too late and in a summary format that is not actionable. Keen's approach is focused on the current and the future. It is more agile, adaptable, and responsive than traditional MMM, and provides marketers with the insights and recommendations they need to make informed decisions in real-time.

The industry's top consumer brands have relied on Keen to guide their marketing strategies, resulting in a **41% increase in overall profitability** last year. New clients who adopt Keen's platform experience an average marketing performance lift of **25%** in their first year.

More often, decision-makers have no access to measurement and have to "fly blind," relying on their best gut instinct to make multi-million-dollar investment decisions. They may understand the historical performance of marketing and sales tactics, but are challenged when it comes to forecasting future opportunity in a manner senior management will trust.



## A data-driven solution

The Keen Platform is enabled by the dexterity, flexibility, and speed of machine learning, providing detailed guidance that delivers ROI and lift opportunities. In addition, marketers are given measurements that are accessible in real time and updated at the speed of data availability.

Answer business-critical questions such as:

- I have to cut my budget, where should I cut from to still hit my financial goals?
- What is the right mix of brand-building vs. transaction-driving tactics?
- How much should we spend in our peak season vs. the rest of the year?

## Lean into the future

Keen's software is a closed-loop system that provides historical performance measurement as well as an **accurate estimate of future financial impact**. It supports unified analysis across the marketing mix so marketers can make holistic decisions, rather than only a siloed approach by channel.

## Uncover real-time, comprehensive ROI

Keen displaces the need—and expense—of annual marketing mix analyses and compresses the timeline for the first results to just weeks. Models can be updated in real-time as new information becomes available. And, machine learning enables the tool to get smarter and even more accurate over time.

## Understand marketing's long-term impact

Unlike traditional ROIs that measure a program's short-term impact, typically 12 – 16 weeks, the Keen Platform accurately projects the impact of the next dollar invested, known as marginal ROI. For instance, it accounts for the longer-term impact of an equity-building tactic like TV advertising differently than the short-term impact of transactional tactics like couponing. This allows the tool to account for the long-term cash flows generated by marketing to determine net present value (NPV), which helps marketers restore a healthy balance to the marketing mix and generate stronger, more sustainable returns.

## Connect marketing directly with financial performance

In just minutes, the Keen Platform can create multiple marketing-plan scenarios, each aligned with a unique financial goal. It models against one of three financial goals: **1) Maximize profitability** (net present value of future cash flows generated by marketing); **2) Achieve a specific revenue target**; or **3) Optimize a fixed budget**.

## Get a full business analysis (forecast, actualization, and driver analysis)

Get a weekly forecast for each scenario that can be actualized over time. With each update, the system automatically actualizes results and analyzes key performance drivers for the model as well as for the business (e.g., distribution, competitive activity, or sub-optimal TV advertising performance).

## Data-sparse and low-spend tactics? No problem.

The platform draws on the brand's own time-series data; Keen's proprietary elasticity benchmarks; and other available analyses, including previous marketing mix analyses, price elasticity studies, multi-touch attribution, and copy-effectiveness testing. It estimates the impact of new tactics, as well as tactics with a lower spend relative to historic investment areas—a critical capability given the rapid proliferation of new media platforms.

## Built on an easy-to-use, cloud-based platform

Keen's cloud-based, user-accessible platform puts real-time insights for decision support at marketers' fingertips, literally. All data and algorithms are maintained in the system, expediting model creation, scenario planning, and business analysis.

**Keen to learn more?**

**Get your personalized model today.**

Keen.

### About Keen Decision Systems

Keen Decision Systems is a high-growth SaaS company that helps FORTUNE 500 and other marketing leaders make data-driven decisions, tie them to financial impact, and create long-term value across the board, including for shareholders. Keen's software lets marketers run scenarios to achieve their growth goals, driving a 41% improvement for clients over the past 52 weeks. Based out of North Carolina's Research Triangle Park, Keen manages \$2 billion in marketing for major brands under Church & Dwight, Bush Brothers, Bayer, Liquid Death and Bumblebee Foods, among others.

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