



Where Keen differs is predictability—how its modeling can predict the future—that's what led us to partner with them

– Elizabeth DiJohn,
Brand Manager

ECKRICH DOUBLES RETURN WITH KEEN-OPTIMIZED STRATEGY

Decision Point: How do we optimize after a budget cut?

The Eckrich team pulled out positive ROIs in the face of a 36 percent budget reduction in 2017 and a smaller decrease in 2018.

Thanks to a newly optimized strategy built on insights from Keen Decision Systems, the brand will nearly double its return this year, with accelerated top- and bottom-line growth.

Keen's dynamic, data-driven modeling tool identified several wins available to Eckrich:

- Reallocate resources from college football to direct-equity tactics
- Increase shopper marketing to improve merchandising performance
- Create continuity in digital, including a significant increase in paid search
- Increase consumer spending by \$3 million, the threshold for generating profitable returns



Optimization Opportunities

As it begins planning for 2019, Eckrich will run Keen's analysis and then build its plan around it, a fundamental shift to a more dynamic and data-driven decision model.





One of the biggest benefits of working with Keen has been the ability to align how we look at our business with the way our leadership wants to look at it.

– Elizabeth DiJohn,
Brand Manager



Build on Equity

Eckrich “borrowed equity” with a college football sponsorship to help put its name on the map.

ROI: The college football program is successful, generating a \$1.07 ROI. Keen’s analysis revealed that increased investment in direct-equity tactics offered significant upside. As a result, Eckrich is redirecting funds into equity programming, including online video, a new channel.

TIMING: Keen’s model showed the brand was overspending during college football season (August to November), missing an opportunity to extend its impact across the year. Eckrich optimized timing accordingly, and now six of seven tactics are forecast to deliver an **ROI >\$1 in 2018** compared to just four in 2017.

Shopper Marketing

Keen’s analysis confirmed the brand’s plan to move away from its mobile marketing tour, while confirming expansion of point-of-purchase shopper-marketing and in-store promotional activities.

Add Digital

Keen’s model suggested that simple shifts in digital tactics—decreasing banner ads and increasing paid search—would lead to stronger returns and optimize timing for greater continuity.

The Next Chapter

The winning combination, according to DiJohn, will be to ensure “an ongoing transfer of information so we’re able to read what Keen’s model is telling us and react quickly to impact the business positively or wage against negative impacts. It’s all about the real-time ability to get in and work the model.

ABOUT KEEN

Keen’s unified marketing measurement and optimization platform helps B2C marketers make the data-driven decisions that build winning brands. Keen offers the only software-as-a-service solution that unifies all marketing channels (digital, traditional media and in-store); calculates the full financial contribution for each channel, rather than a short-term ROI; and builds scenarios that specify the optimal investment level by channel by week.

Connect with Keen at KeenDS.com; info@KeenDS.com,
on LinkedIn and Twitter at @keen_decisions.