

Marketing Through Economic Headwinds

Protecting Brand Value When Budgets Tighten

Agenda

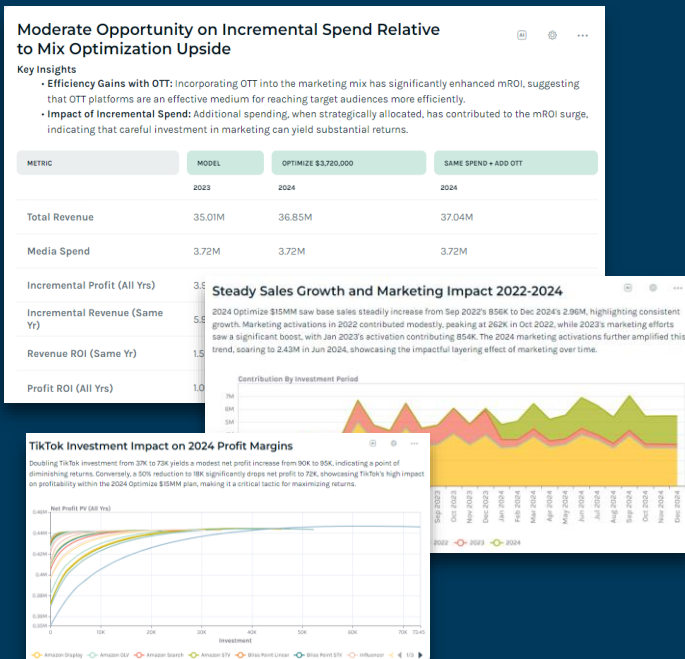
- 1. Navigating Headwinds in a Volatile Market**
- 2. Using Marketing Investment to Drive Strategic Outcomes**
- 3. War-Gaming Scenarios to Optimize Plans**
- 4. Planning with a Multi-Year Lens**

About Keen:

Keen **forecasts, optimizes, and analyzes** the impact of your marketing investments across all channels.

Keen delivers **actionable insights** by infusing your performance data into our **AI-engine** to model past, present, and future scenarios.

So you move from manually estimating to confidently predicting outcomes, adapting to market shifts, and demonstrating your strategies' value.



Who We Work With

Brands:



EVERLANE



Tablet Hotels

Agencies:



WPROMOTE



HAWORTH MEDIA

VERICAST

85SIXTY

Craft&Commerce.



KELLY SCOTT MADISON



NEW ENGEN

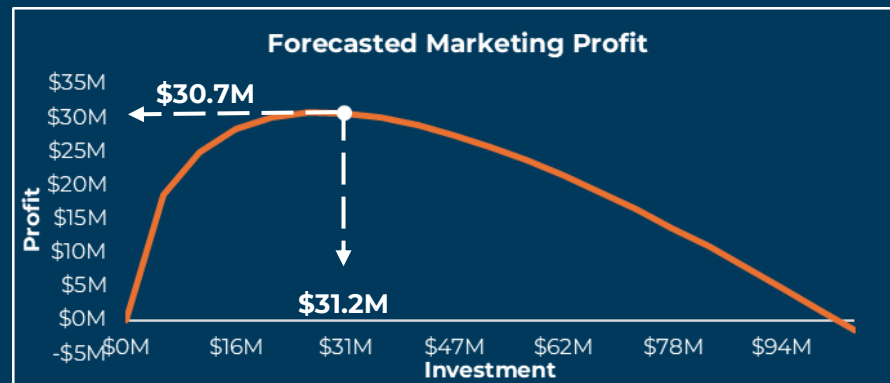
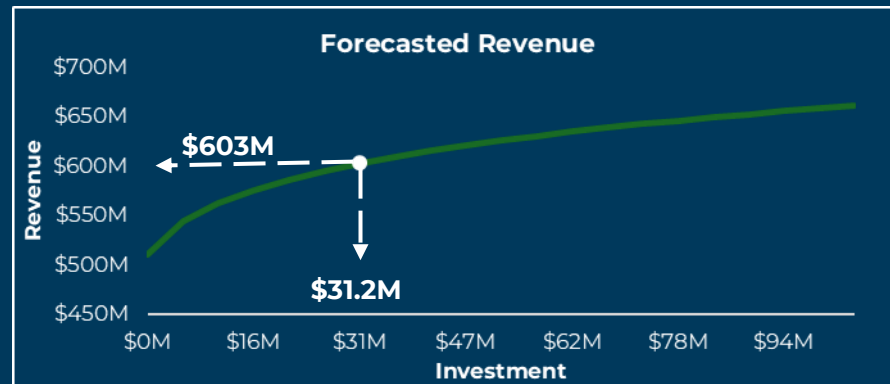
Before the Headwinds: A Confident Marketing Plan

Brand was forecasting:

- Investment: \$31.2M
- Revenue: \$603M
- Profit: \$30.7M

Brand balancing spend for revenue and profit objectives

But then...things changed.



$$\text{Marketing Profit} = \text{Marketing-Driven Present Value} - \text{Investment}$$

Economic Headwinds Challenge the Plan - Not Replace It

Slowing Demand



Margin Pressure



Pricing Decisions



Supply Chain Disruptions



Modeling Economic Headwinds

Slowing Demand

(Expected Impact: -10%)



Top line Impact:

Declines (lower volume sold)

Bottom line Impact:

Marketing less effective
Harder to convert buyers

Margin Pressure

(Expected Impact: -10%)



Top line Impact:

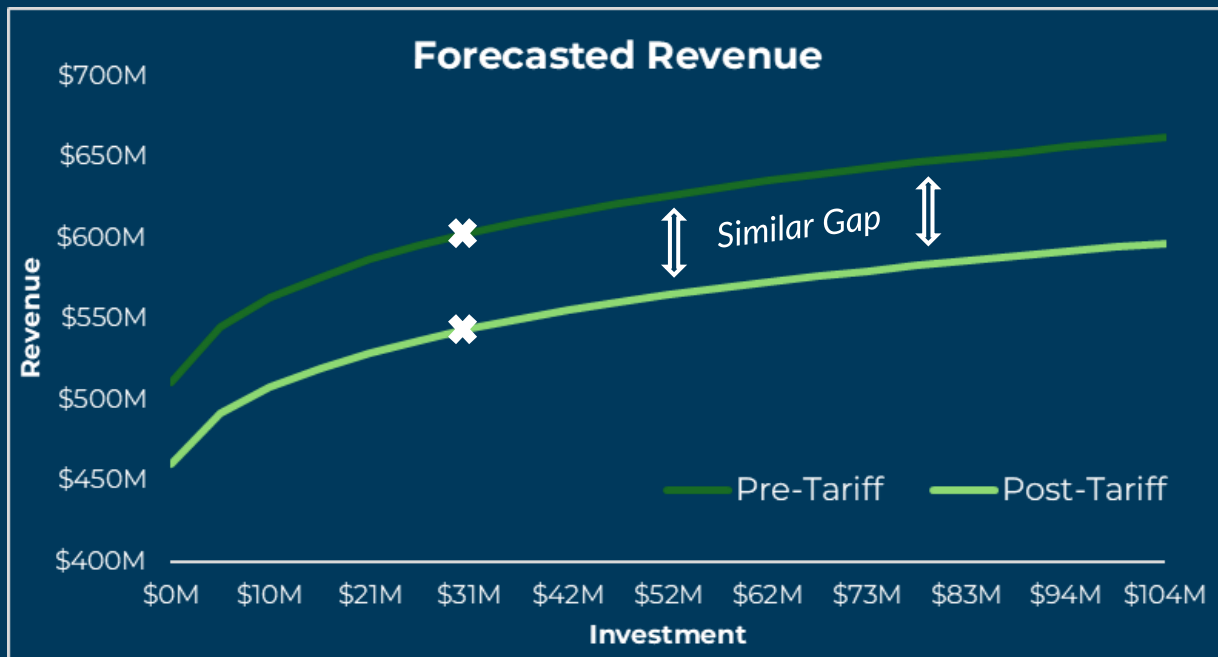
No change

Bottom line Impact:

Profit per unit down
Each sale is less valuable

Modeling Revenue Under Headwinds

The Curve Shifts Down. The Shape Remains Consistent.



Pre-Tariff Revenue:
\$603M

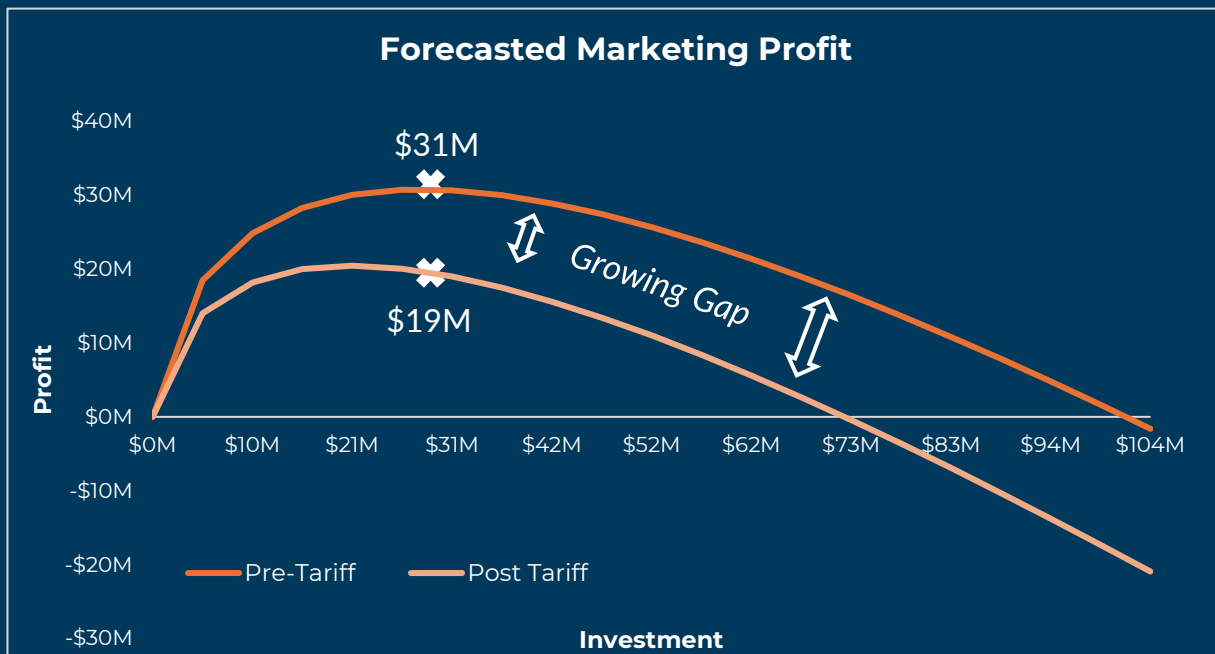
Post-Tariff Revenue:
\$544M

Brand Expectations

- -10% Category Demand
- -10% Margin Pressure

Modeling Profit Under Headwinds

The Curve Shifts Down AND Concaves Lower.



Pre-Tariff Profit:
\$31M

Post-Tariff Profit:
\$19M

Brand Expectations

- -10% Category Demand
- -10% Margin Pressure

Reprioritize. Don't Retreat.

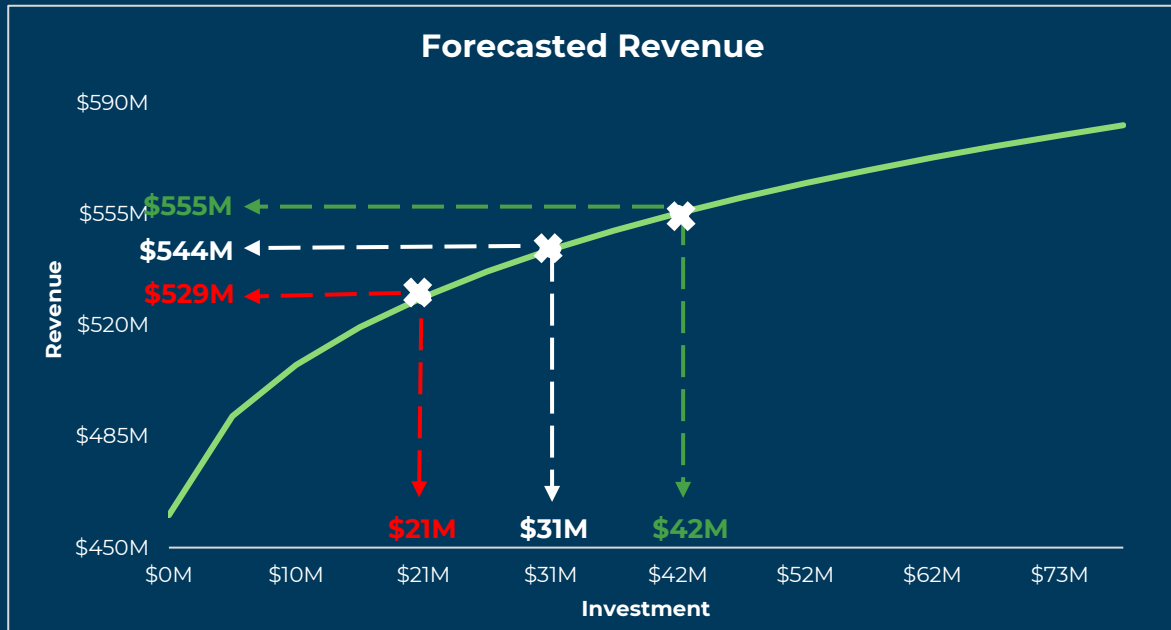
The brand is under pressure - on both top and bottom line. But it's not powerless.

	Pre-Tariff Plan	Post-Tariff Plan	
Investment:	\$31M	\$31M	(No Change)
Revenue:	\$603M	\$544M	(-\$59M)
Profit:	\$31M	\$19M	(-\$12M)

Use tools to model tradeoffs and prioritize:
Try to claw back **topline**? Or protect the **profit**?

The Curve Highlights the Opportunities

Tariffs hit hard - but cutting spend may hit harder.

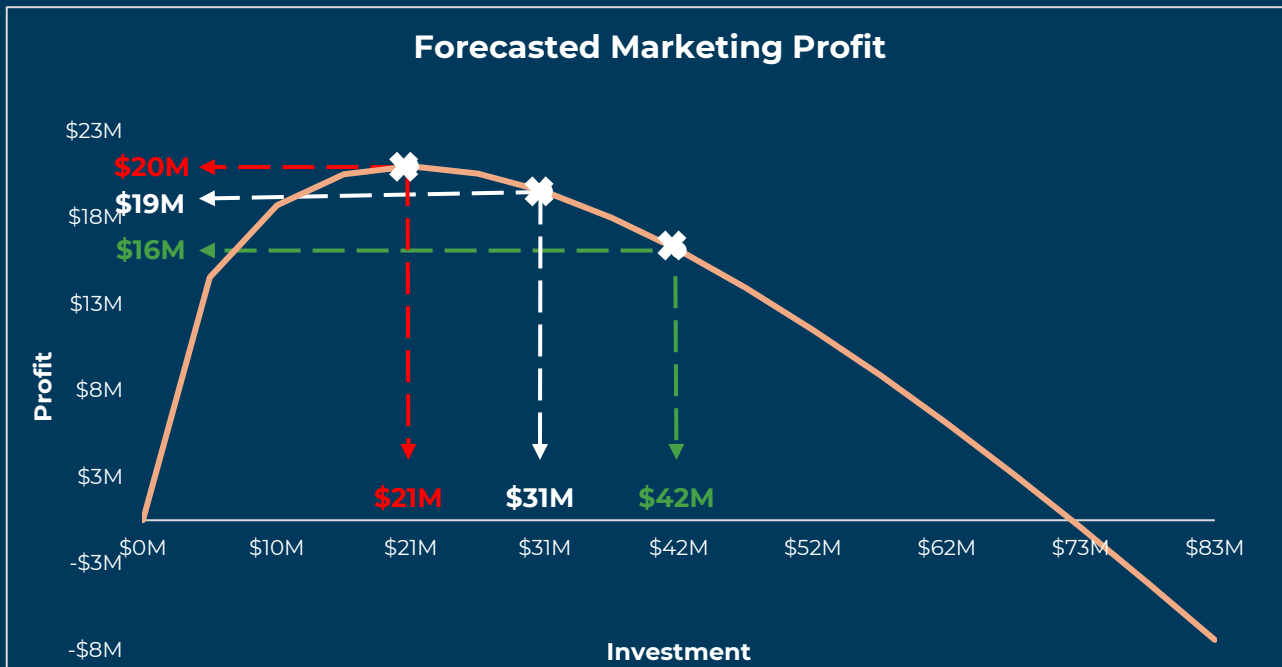


Pulling back can
deepen topline losses

Investing more can
help recover revenue.

When Spending Less Means Keeping More

As investment scales, profit erodes.



Smaller investment
yields greater Profit

Bigger spend lowers net
returns

Business Trade Offs: Revenue vs. Profit

	Reduce Spend	Maintain Spend	Increase Spend
Investment:	\$21M (-\$10M)	\$31M	\$41M (+10M)
Revenue:	\$529M (-\$15M)	\$544M	\$555M (+\$11M)
Profit:	\$21M (+\$2M)	\$19M	\$16M (-\$3M)

Incremental Spend

Adding \$10M yields \$11M in revenue - but eats into profit by \$3M.

Pull Back Spend

Saving \$10M in marketing investment preserves profit, but deepens revenue gap by \$15M.

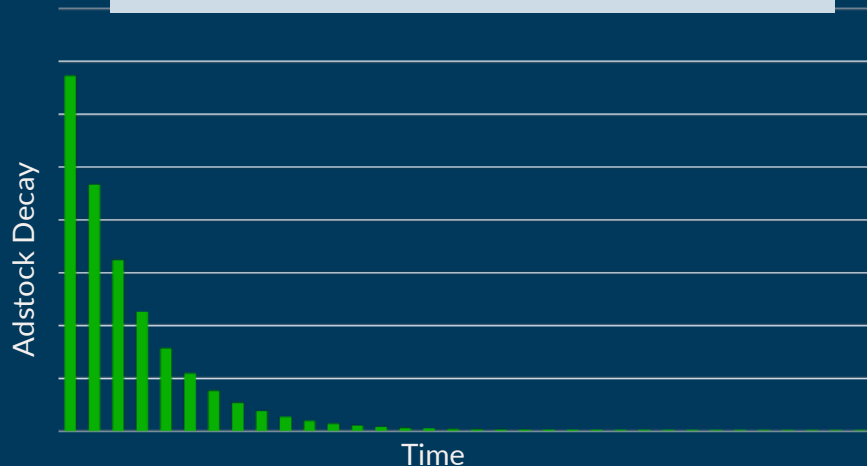
*What you save today may cost you tomorrow.
Trade offs aren't just short-term—they compound over time.*

Decisions Today Affect Tomorrow

Because of marketing's adstock, what you invest in Year 1 shapes how you perform in Year 2.

Short-Term Transaction Driving Tactic

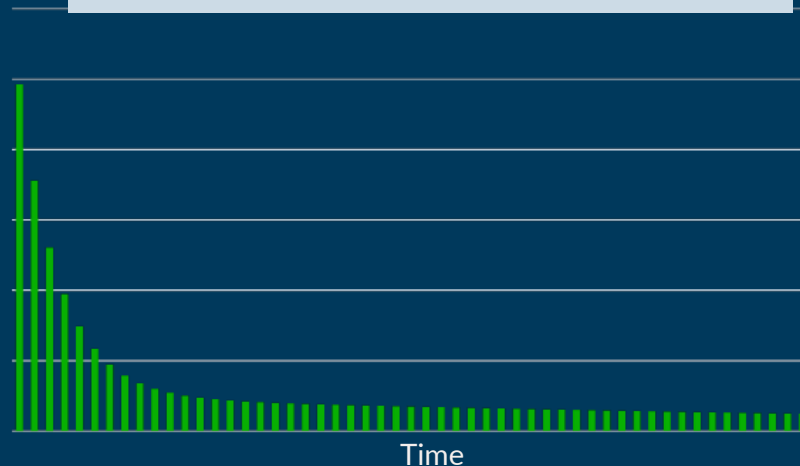
Sample: Trade



*Short-Term Tactics see 90% of benefit actualized in first 8 weeks

Long-Term Equity Building Tactic

Sample: Television



*Long-Term Tactics see 30% of benefit actualized in first 8 weeks

Investing for Now and What Comes Next

How do Year 1 decisions shape Year 2 performance?

(headwinds) Year 1:	Reduce Spend	Maintain Spend	Increase Spend	Year 2 Results
	Maintain Spend	Maintain Spend	Maintain Spend	
(back to normal) Year 2:				
Investment:	\$31M	\$31M	\$31M	
Revenue:	\$591M (-\$6M)	\$597M	\$604M (+\$7M)	
Profit:	\$24M (-\$5M)	\$29M	\$32M (+\$3M)	

Decisions in Year 1 impact the opportunity in Year 2

Investing for Now and What Comes Next

How do Year 1 decisions shape Year 2 performance?

(headwinds) Year 1:	Reduce Spend	Maintain Spend	Increase Spend	Combined Results Y1 + Y2
	+	+	+	
Year 1 + 2:	Original Plan	Original Plan	Original Plan	
Investment:	\$52M (-\$10M)	\$62M	\$72M (+\$10M)	
Revenue:	\$1,120M (-\$21M)	\$1,141M	\$1,159M (+\$18M)	
Profit:	\$45M (-\$4M)	\$49M	\$47M (-\$2M)	

Cutting spend slows revenue growth across both years.
Strategic reinvestment boosts revenue with **marginal profit impact**.

Keen Empowers the Right Decision



Pull levers to wargame scenarios based on your business objectives to help optimize current and future spend decisions.

Our predictive AI **builds optimized marketing plans** that consider your historic performance and projections on outside factors (inflation, category movement, price trends, etc). Each plan includes a **weekly channel investment plan and revenue forecast**, which typically estimates within a 4% margin of error.

Total Performance

Metric	Models		Plan
	2020	2021	2021
Revenue	1,045.81 M	989.63 M	989.78 M
Investment	5.33 M	1.92 M	10.00 M
Vol. Contribution (Same Year)	10.95 M	5.41 M	44.04 M
ROI	2.15 M	3.00	3.76
Net Profit	6.13 M	3.83 M	26.55 M
Sales Volume	1,045.81 M	989.63 M	989.78 M

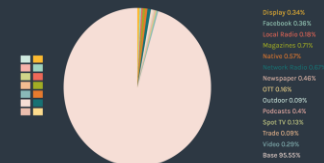
Yearly Contribution



Marketing Tactic Performance

Factor	Investment	Vol. Contribution Same Year	ROI
Magazines	1.96 M	7.00 M	3.56
Network Radio	1.73 M	6.65 M	3.85
Podcasts	1.03 M	3.97 M	3.85
Facebook	0.94 M	3.59 M	3.81
Native	0.84 M	5.63 M	3.76

Contribution



Planning scenarios include:

Optimize Budget Levels

Maximize Multi-Year Profitability

Evaluate New Channels

Hit a Revenue Goal

Scenario Plan Business Factors

Keen's Insights Report

Based on data from 350+ brands and \$1.27B+ in media spend, this report delivers actionable insights to optimize your marketing investments.

Download the complete report to access:

- Detailed channel performance analysis
- ROI optimization frameworks
- Investment allocation playbooks for your revenue segment
- Quarterly planning roadmaps to capture both immediate and long-term value

Scan the QR code to
access insights



Thank you!

Connect with Justin:



[keends.com](https://www.keends.com)



justin.jefferson@keends.com