

SMARTSTUDIO Solution



CASE STUDY: KEEN SYSTEM

Keen Decision Systems came to SmartBrief looking to engage with an audience of high-level marketing executives through meaningful content. Ultimately, their goal was to position their brand as a thought leader in the industry while filling their pipeline with qualified leads.

SmartBrief was uniquely positioned to help Keen achieve their marketing objectives by offering the right mix of content creation and content distribution. Keen purchased a co-branded white paper —known as a SmartFocus— and a webinar with a 250-lead guarantee.

The team first developed the SmartFocus paper, “Rebranding the CMO,” using a combination of excellent background materials provided by the client, robust research from outside sources and in-depth

interviews conducted by SmartBrief’s editorial experts. The content spoke directly to members of the C-suite and Keen was able to easily repurpose the content into the [webinar](#), “A CMO’s Identity Crisis: How to Keep Your Seat at The Table,” which was hosted utilizing the SmartBrief webinar platform.

After promoting the SmartFocus and webinar through premium advertising to its network of readers, **SmartBrief was able to deliver 600+ qualified leads.**

“ We had a great experience working with the SmartBrief team. They excel at project management and made our integrated project virtually turnkey. The leads and overall lead quality exceeded our goals to become our most impactful campaign of 2019. We look forward to continuing our partnership with the SmartBrief team. ”

— **NANETTE KIRSCH,**
vice president of marketing,
Keen Decision Systems

PROVEN RESULTS:

600+

qualified leads

63%

webinar
attendance
conversion rate

1.5M+

impressions
served

ABOUT KEEN DECISION SYSTEMS

Keen Decision Systems is a software-as-a-service company whose unified marketing measurement and optimization platform helps marketers make dynamic, data-driven decisions that build winning brands. Keen's platform lets marketers model marketing-mix scenarios to achieve a financial goal. Named ClickZ's 2019 Best Predictive Analytics Platform, Keen customers experience a 25% uptick in marketing contribution on average in year one. Among the Durham, N.C.-based company's well-known consumer brands are Post, Arm & Hammer, Boll & Branch and Nathan's Famous, among others. keends.com.

WINNING PRODUCT MIX



SMARTFOCUS
WHITE PAPER



WEBINAR
PLATFORM



LEAD GUARANTEE
PACKAGE



EXCLUSIVE
DEDICATED SEND



IN-BRIEF
ADVERTISING

WEBINAR CONSOLE

IN-BRIEF ADVERTISING

SMARTFOCUS

REBRANDING THE CMO

Why the marketing chief role matters
in today's data-driven world

No member of the C-suite is in the hot seat quite like the chief marketing officer. Businesses spend upward of \$1 trillion annually on marketing, according to Forbes, and yet CMOs have

There is no question that CMOs drive growth and revenue, but the metrics that marketing teams often use to track success do not translate as value for the C-suite. According to a 2019 CMO survey, 50.7%