



About Attribution

Attribution believes every marketer deserves clarity and confidence in their data.

Our advanced multi-touch attribution technology provides a complete, intuitive view of performance—empowering you to convert more buyers and make smarter investments. With unmatched usability, we make maximizing ROI accessible for all.

About Keen

At **Keen Decision Systems**, we understand the challenges marketers face when making impactful decisions. That's why we've built a real-time, AI-driven platform that simplifies marketing optimization and helps you confidently measure incremental revenue (iROAS).

By uniting planning, execution, and measurement, Keen equips you with clear, actionable insights to boost ROI, connect performance across channels, and achieve sustainable growth.

Overview

Take control of your marketing strategy by combining long-term planning with precise, day-to-day performance measurement.

● iROAS & ROAS

Stop guessing which campaigns work and which don't. Use iROAS, ROAS, and true conversion rates to identify what drives results—and eliminate what doesn't.

● Data Enrichment

Bridge the gap between planned and actual performance by integrating ROAS insights directly within the Keen platform.

● Full Picture

Understand the impact of your campaigns with visibility into both digital and non-digital impression metrics.