

## Key Points

1. Keen has *no direct access* to Circana data.
2. **Most Important Notes:**
  - Client needs to have a contract in place with Circana in order for Keen to utilize the Circana data.
  - Even though client already pays for Circana data, Keen (as a 3rd party) needs to pay fees to utilize the data in our platform (fees are to *license*, not extract the data).

## Data Notes

Circana data can be requested with these channel coverages:

- MULO (multi-outlet)
- MULO+ (multi-outlet + 15% greater coverage)
- MULO + C (multi-outlet + convenience)

## Ready to Partner with Keen?

Connect with Brett at [brett@keends.com](mailto:brett@keends.com) to learn more about partnerships.

## Client Pays for Circana (either Syndicated or Custom Data)

### Key Points

1. Keen does not manage the data pull process.
  - Historically, Keen worked directly with Circana for syndicated data (with a transparent pricing structure).
  - As of 4/21/25, Keen has to request data through the TPAA process, regardless of data type.
  - Clients must manage the **TPAA (Third-Party Access Agreement)** with Circana.

### Process Logistics

1. Keen client team submits "Data Partnership Pull" Asana task, which Monica uses to populate the Circana TPAA Client Intake Form → **NOTE this is only done 1x/year.**
2. Keen team asks client to initiate the TPAA process with their Circana contact by sending the TPAA Intake form, with yellow highlighted boxes to be filled by client.
  - For new TPAAs only:
    - Circana vets Keen's AI usage via Monica/Mike.
    - Circana circulates TPAA for signature.
    - Monica to QC TPAA against intake.
    - TPAA signed by client and Keen (Mike).
3. Circana sends data directly to client and/or Keen.

### Delivery / Cost Logistics

1. **Pricing:** It is unknown how Circana charges for these data requests, as this is a new process for BOTH syndicated and custom as of 4/21/25.
  - Historically, this cost has been paid by Keen on behalf of client
  - **NOTE we believe inclusion of additional metrics is an extra charge.**
2. **Turnaround time:** varies by Circana team, can take 3-5 days up to 1-2 weeks.
3. **Billing:** quarterly is preferred.