



About Night Market

Night Market, Horizon Media's commerce agency affiliate, drives growth across DTC, retail, marketplaces, social, and omnichannel with integrated solutions in **media, creative, CX, and digital transformation**.

Their AI-powered platform, **NEON**, maximizes revenue and ROI with **97.5% accuracy**, helping brands make data-driven decisions.

Night Market transforms strategies to create connections and deliver results

About Keen

At **Keen Decision Systems**, we help marketers cut through the complexity of today's landscape. Our **AI-powered platform** optimizes marketing investments and drives measurable incremental revenue (iROAS).

By seamlessly integrating **planning, execution, and measurement**, Keen delivers actionable insights that boost ROI, connect performance across channels, and fuel sustainable growth. With Keen, marketers can make data-driven decisions that truly impact their business.

Overview

Night Market's **NEON** and Keen Decision Systems' **marketing mix modeling software** create a powerful partnership that combines **AI-driven retail media optimization** with adaptive measurement.

With real-time campaign adjustments and incrementality analysis, brands can confidently plan, measure, and optimize their marketing efforts with precision and impact.

Holistic Omnichannel Planning

By combining **Night Market's NEON**, an AI-powered retail media and storefront optimization platform, with Keen's **adaptive marketing mix modeling software**, brands gain a unified solution to plan and optimize investments across retail media, trade marketing, shopper marketing, national advertising, and beyond.

Precise Incrementality Measurement

The combined technologies deliver predictive insights and real-time optimizations that account for both direct and halo effects, empowering marketers to understand the true incremental impact of every marketing dollar.

Real-Time Optimization

AI-driven recommendations are made daily and weekly across channels, down to the keyword level. Post-campaign **MMM** (marketing mix modeling) then verifies if real-time performance aligns with actual incremental revenue and ROI, ensuring every optimization drives results.

Speed, Frequency, and Granularity

With data from over 160 sources, **NEON's predictive algorithms** and **Keen's modeling capabilities** enable advertisers to quickly test, measure, and adjust campaigns—offering a flexible, future-proof approach to retail and commerce media.

For questions, please email: Partnerships@keends.com