

About Skai

Skai equips brands and agencies with the tools to run smarter, data-driven advertising programs. As an omnichannel advertising platform, we simplify the way you plan, execute, and optimize campaigns across Search, Social, Retail Media, and Apps Marketing.

Skai's AI-powered solutions enable media leaders and activation teams to drive impactful results with ease, helping you focus on delivering measurable value at every step.

About Keen

At **Keen Decision Systems**, we're dedicated to helping marketers navigate the complexity of today's marketing landscape. Our real-time, AI-powered platform is built to optimize your marketing investments and deliver measurable incremental revenue (iROAS).

By seamlessly integrating planning, execution, and measurement, we provide actionable insights that drive ROI, connect performance across channels, and enable sustainable growth. With Keen, you can make informed decisions that truly move the needle for your business.

Overview

The partnership between Keen and Skai unites predictive analytics with seamless campaign execution to offer a single, data-driven solution for marketers.

Together, we empower brands to confidently invest resources, optimize performance across channels, and achieve measurable growth.

Holistic Planning & Execution

Keen's advanced predictive analytics and scenario planning seamlessly combine with Skai's robust campaign management and optimization tools, creating an end-to-end solution for marketers. From strategy and forecasting to execution and measurement, this partnership simplifies every step of the process.

Scalable, Cross-Channel Optimization

Keen and Skai bring together best-in-class multi-channel analysis to help marketers refine and optimize spend across Search, Social, e-commerce, and beyond. This ensures greater efficiency, consistency, and impact across your entire marketing mix.

Improved ROI & Predictable Outcomes

By leveraging Keen's predictive modeling to guide Skai's intelligent bidding and media placement, you can ground every investment in a forward-looking, ROI-centric strategy. The result? More predictable outcomes, improved efficiency, and accelerated growth.

Future-Proofed Against Market Shifts

Markets evolve, but your strategy doesn't have to fall behind. Keen's predictive analytics and Skai's powerful optimization engines offer the adaptability needed to navigate changing consumer behaviors and volatile market conditions. This future-proof approach keeps your marketing performance stable and your results sustainable.