

About Tracer

Tracer is the AI-powered tool that transforms the way you work with data. We make it simple to organize, manage, and visualize complex datasets, driving faster and more actionable business intelligence. Without needing internal engineering or tech resources, Tracer brings digital transformation to your business, enabling you to unlock the full potential of your data.

Tracer centralizes and visualizes your data in an intuitive way, empowering you to make better, quicker decisions. Connect all your internal and external data sources—whether they're API-based or not—without needing to write a single line of code.

About Keen

At **Keen Decision Systems**, we're committed to empowering marketers with a real-time, AI-driven platform that helps optimize your marketing investments and measure incremental revenue (iROAS). By seamlessly integrating planning, execution, and measurement, Keen ensures you get actionable insights that improve ROI, attribute performance across channels, and drive sustainable growth. We're here to help you make smarter, more informed decisions that truly move the needle for your business.

Overview

Tracer removes friction from the initial data ingestion and ongoing refreshes into the Keen platform, so you can free up your time while accelerating insights and action.

Let us help you unlock the power of your data without the complexity—giving you more time to focus on what really matters.

Automate Data Ingestion

Tracer streamlines your data ingestion process, enabling you to leverage both internal and external capabilities to their fullest potential. Simplify your workflows and bring speed to the insights and actions that matter most.

Connect to All Internal & External Data

We remove the barriers to integrating your data, so you can focus on what really matters—driving informed decisions that accelerate your business growth.

Simple & Scalable Pricing

We believe in transparent, straightforward pricing that scales with your needs. Our flexible pricing plans allow you to choose what works best for your business, no hidden fees, just solutions that grow with you:

- **Data Ingestion Only:** \$18,500/year
- **Ingestion & Harmonization (<1MM rows of data):** \$25,000/year
- **Ingestion & Harmonization (>1MM rows of data):** Pricing available upon request