

# Keen | Tracksuit

## About Tracksuit

**Tracksuit** is a brand tracking platform that helps marketers measure and communicate the effectiveness of their brand-building efforts. It surveys thousands of consumers weekly to deliver real-time insights on awareness, consideration, usage, and perception.

With always-on tracking and competitive benchmarking, Tracksuit replaces slow, expensive brand studies. Marketers gain continuous visibility into brand performance, enabling faster responses to shifts in sentiment and more confident decision-making.

## About Keen

**Keen Decision Systems** helps marketers cut through the complexity of today's landscape with an AI-powered, interoperable platform that optimizes marketing investments and drives measurable incremental revenue (iROAS).

By seamlessly integrating with the broader MarTech stack across planning, execution, and measurement, Keen delivers actionable insights that boost ROI, connect performance across channels, and fuel sustainable growth. Marketers using Keen can make data-driven decisions that are fully aligned with business outcomes and operational execution.

## Overview

Combining **Tracksuit's** always-on brand tracking with **Keen Decision Systems'** marketing mix modeling gives marketers a direct connection between brand awareness and business outcomes. Tracksuit provides continuous insight into consumer perception, while Keen transforms that data into performance forecasts and optimized marketing strategies.

Together, they help quantify the impact of brand-building, reveal the drivers of growth, and guide smarter investment decisions. This partnership creates a clearer, faster path from brand perception to measurable results.

### ● Real-Time Awareness, Predictive ROI

Tracksuit delivers up-to-the-minute visibility into brand health while Keen links those signals to marketing effectiveness, giving brands confidence in the impact of awareness investments.

### ● Smarter, Connected Decision-Making

With real-time brand data flowing into Keen's platform, marketers can connect brand-building to business-building and make more strategic decisions about budget allocation.

### ● Faster, More Agile Optimization

Together, Keen and Tracksuit eliminate the lag between perception and performance, enabling marketers to refine strategies as awareness shifts without waiting for lagging indicators.

### ● A Scalable Brand Performance Engine

This partnership delivers a scalable, connected measurement stack that brings clarity to the value of brand, drives alignment across teams, and fuels long-term marketing success.

*For questions, please email:*

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