



tapClicks
Smart Marketing

About tapClicks

tapClicks offers a unified marketing operations platform that centralizes data integration, campaign management, and reporting across all major channels. With real-time performance insights from hundreds of sources, marketers can manage, optimize, and report from one platform.

Through automation and seamless integrations, TapClicks streamlines workflows, boosts collaboration, and helps brands and agencies drive efficient, measurable results.

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

tapClicks' marketing operations and data integration platform and Keen Decision Systems' marketing mix modeling platform form a powerful partnership that bridges predictive intelligence with real-time execution.

By combining Keen's forward-looking, revenue-driven planning with TapClicks' centralized campaign management and reporting infrastructure, brands, agencies, and publishers can seamlessly translate strategic insights into day-to-day actions—driving consistent, measurable growth with precision and speed.

Closed-Loop Marketing Execution

By connecting Keen's predictive planning with TapClicks' execution engine, marketers can seamlessly turn strategy into action, then feed real-time results back into Keen's models to refine and optimize future plans, closing the loop between insight and execution.

Unified Data, Unified Decisions

TapClicks unifies cross-channel performance data into one platform while Keen layers on predictive intelligence, giving marketers a single source of truth to understand what worked, what's next, and how to maximize return.

Real-Time Optimization, Future-Focused Strategy

With TapClicks enabling in-flight optimization and Keen modeling long-term impact, marketers can shift from reactive adjustments to proactive strategies that drive sustained growth and measurable ROI.

Scalable, Interoperable Martech Stack

This partnership delivers a scalable, interoperable MarTech system that unifies planning, execution, and measurement thereby streamlining operations and enabling faster, smarter decisions across marketing teams and agency ecosystems.

For questions, please email:

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