



NEWS RELEASE

IridioSM Strengthens Advanced Media Mix Modeling Solution Through a Strategic Alliance With Keen Decision Systems

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- Iridio by RRD and Keen Decision Systems provide marketers with faster, more accurate and actionable insights that surpass industry standards.
- The collaboration delivers a unified, high-speed marketing performance solution that allows brands to measure results across the entire marketing ecosystem.
- Key benefits include high accuracy and a privacy-first approach that moves beyond simple reporting to provide actionable strategies.

CHICAGO--(BUSINESS WIRE)-- **Iridio** has collaborated with **Keen Decision Systems** to strengthen its Media Mix Modeling (MMM) and Multi-Touch Attribution (MTA) offering. The alliance enables brands to forecast marketing ROI with a Mean Absolute Percentage Error (MAPE) within a margin of error as low as 4%—well ahead of the industry standard of 5-15%—and directly connect media investment decisions to financial outcomes.

Media Mix Modeling is a privacy-first statistical approach that uses aggregated sales, media spend and external factors to measure each channel's impact and optimize future media investment—without using personal data. Multi-Touch Attribution helps marketers understand which channels, messages and interactions actually influenced a customer's decision, and how much each one contributed, so media budgets can be optimized for performance.

How the Integration Works

With this alliance, Iridio will integrate Keen's proprietary database, Marketing Elasticity Engine, into its custom MMM and MTA programs. Backed by Iridio's proprietary Consumer GraphSM technology and cross-channel campaign measurement, this integration ensures that recommendations are strategically refined by Iridio's media experts,

providing marketers with a unified, high-speed solution to measure, plan and forecast media performance with a competitive edge.

"Marketers are challenged with accurately attributing ROI across multiple channels and balancing short-term performance with long-term growth," said Kevin Bell, Vice President, Data and Analytics Strategy at Iridio. "By pairing MMM with attribution modeling and activating insights from our proprietary tools, we're helping brands realize more value from their media dollars."

Key Capabilities & Competitive Advantages

In addition to the MAPE accuracy, the integration offers Iridio clients a distinct competitive advantage:

- Speed to insights: Clients receive model results and strategic plan recommendations with rapid turnaround times, enabling fluid, real-time decision-making rather than annual retrospective reviews.
- Unified full-funnel view: The solution measures incremental channel effectiveness and ROI, while also unifying disconnected measurement approaches across the full funnel to align brand growth with sales impact. Channels covered include CTV, search, social, display, online video, print and more.
- Privacy-first planning: Because the modeling relies on sales and spend data rather than tracking individual user behavior, it provides a robust alternative to cookie-based measurement in an age of heightened data privacy concerns.
- Actionable intelligence: The system moves beyond reporting to provide a planning tool that shares optimized investment and flighting strategies for both short-term revenue and long-term brand growth.
- Managed service with consistent refinement: The process creates a learning loop as actualized results are fed back into the engine to refine future predictions, continuously improving the model's accuracy.

"As the marketing landscape faces increasing data privacy scrutiny and lack of third-party data, traditional measurement methods are becoming more difficult leaving marketers forced to rely on backward-looking reports that disconnect strategy from execution," added Jesse Math, Vice President of Strategic Partnerships at Keen. "Our alliance with Iridio empowers brands to use advanced data science to understand what's driving performance today and what fuels long-term growth to make informed decisions through measurable data."

To learn more about Iridio's MMM and MTA capabilities, visit go.iridio.com/media-mix-modeling.

About Iridio

Iridio simplifies marketing complexity by unifying creative, media, and data and analytics in one platform. As a trusted marketing partner to top brands in retail, healthcare, financial services, and other industries, Iridio's data-

driven solutions connect brands with their audiences at defining moments. Backed by RRD's legacy and global scale, Iridio offers a flexible suite of services that range from single-channel campaign activations to fully integrated programs, enabling brands to optimize the customer journey and achieve meaningful business results.

About RRD

RRD provides a complete portfolio of marketing, packaging, print and business services to the world's most respected brands, including 91% of the Fortune 100. The company's proprietary technology, advanced data analytics and established expertise fuel organizational decision-making, from strategy through execution. With operations in 30 countries, global organizations and regulated industries trust RRD to reduce complexity and drive audience connections across the entire customer journey.

About Keen Decision Systems

Keen Decision Systems is a next-generation marketing mix SaaS platform that helps marketers and agencies tie investment decisions to real business outcomes. Keen combines historical measurement with predictive planning to deliver media strategies that are clear, dynamic, and financially grounded. On average, Keen customers see a 25% improvement in brand performance within the first year.

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