

KeyMetric Campaign Analytics | FAQ



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Q: What is KeyMetric Campaign Analytics?

A: KeyMetric® Campaign Analytics is a leading marketing analytics solution for measuring the effectiveness of advertising sources and campaigns across online and offline responses and conversions, including telephone calls. With the advanced capability to track phone calls back to the exact paid-search keyword and /or organic search engine query term, KeyMetric Campaign Analytics empowers search marketers to accurately measure the performance of search engine marketing, search engine optimization, pay-per-click advertising, content and affiliate network placements, and social marketing by identifying which keywords, search terms, and content are generating responses, conversions, and revenue opportunity.

For those companies looking to track phone calls back to ad sources and campaigns only such as a website, postcard, billboard, newspaper ad, or email blast – KeyMetric offers its Campaign Measurement solution starting at just \$99 per month.

Q: Why should I be using KeyMetric?

A: If you are actively engaged in search engine marketing and offline phone conversions are critical to your business then you need KeyMetric. KeyMetric Campaign Analytics is the one marketing analytics solution you need to generate increased return-on-investment from your interactive advertising. Gain extended visibility into online and offline response and conversion performance making it possible to effectively adjust advertising campaigns and ad source placements, keyword lists and bidding, ad content and placements, website content, and search engine optimization strategies more efficiently than ever before.

- Measure the effectiveness of search-based and offline advertising across multiple cost models including pay-per-click, cost-per-lead, cost-per-impression, cost-per-call, and cost-per-acquisition.
- Track unique keyword performance from paid and organic search campaigns including Google™, Yahoo™ and MSN™ allowing for effective optimization cycles.
- Identify which unique keywords and search terms are generating online and offline conversions including phone calls, click-to-call, live chat, forms, shopping carts, email, and more.
- Identify new keywords and website content by viewing actual search engine queries used by visitors to reach your advertisements and website.
- Increase conversions, lower cost-per-acquisition and generate highly-competitive search engine equity and rankings.

Q: How does KeyMetric Campaign Analytics work?

A: An innovative hybrid of conventional web analytics with integrated conversion and call tracking, KeyMetric Campaign Analytics uses advanced algorithms and tracking methods to intelligently chart visitors across your advertising and web content sources. Unique telephone numbers and incentive codes are dynamically inserted based on visitor session click path data to identify the exact ad source, search engine, referring domain, keyword, and search term that delivered the visitor and generated the conversion, including offline telephone calls.

Q: Which advertising sources can I track with KeyMetric?

A: With KeyMetric Campaign Analytics you can track all online and offline advertising and content sources including, but not limited to:

- Search Engines
- Pay-per-Click Ads
- Pay-per-Action Ads
- Display Ads
- Contextual Ads
- Social Media
- Web & Landing Pages
- Email Blasts
- Newspapers & Periodicals
- Magazines
- Postcards

Q: How is KeyMetric different from other call tracking solutions?

A: We like to think that KeyMetric is different on many levels. One of our core philosophies has always been “the only thing worse than no data is bad data,” and accordingly we have focused on developing a solution that provides accurate, actionable data in a format that provides maximum value to our clients. To summarize a few key competitive differentials:

1. KeyMetric Data is “near” real-time, updating approximately every 3 to 5 minutes to give to instant access to conversion and performance data for rapid decision making cycles. Other tools make you wait up to 24-hours to see your data.
2. KeyMetric can track online and offline conversions from all ad sources, search engines, referring domains, referring sources, campaigns, ad groups, keywords, and search queries so you get a complete picture of your marketing effectiveness. Other providers can only track a portion of your campaigns and sources (usually only those sources you tell them to track) leaving black holes in performance data.
3. With KeyMetric Campaign Analytics you are able to view more than just how many calls you received and from which campaigns they came from. We track down to the unique PPC keyword and organic search term that generated the conversion so you can effectively optimize your campaigns based on accurate performance data. And KeyMetric tracks all your PPC keywords, not just a sampling or only those you think you should track (remember - you cannot measure what you do not track), so you get an accurate picture of what is, and what is not working so you can optimize keyword lists and bidding strategies accordingly.

4. We never assign telephone numbers across multiple clients to try and save money. In fact we call this “call analytics suicide.” Imagine having a client write down the number showing on your website, and when calling that number 5 days later they reach a completely different company. Sadly this happens more than you would think. Forget about tracking campaign or keyword performance when you cannot even be guaranteed you will receive the phone call. With KeyMetric the worst case scenario for what we refer to as “latent calls” is that you know always which advertising campaign and source generated the conversion.
5. KeyMetric believes phone calls as more than just conversions. We consider them a critical metric in determining overall campaign performance and the ability to successfully execute relevant optimization cycles. With KeyMetric Campaign Analytics you gain the ability to optimize keyword bidding, ad copy, website content, and marketing copy based on accurate online and offline conversion performance.
6. KeyMetric customer support is world class! In fact, we receive more compliments on our support and service than we do our technology. With KeyMetric you get a partner you can trust to deliver what you need; when you need it.

Q: Can I view KeyMetric analytics data in Google Analytics?

A: Not yet. We know one or two other vendors push this as a competitive advantage, however under that “the only thing worse than no data is bad data” philosophy we mentioned earlier, KeyMetric is not confident that “back door” phone conversions, that are represented as referrals, are accurate enough to provide measurable value to our customers. We are however working diligently to determine an accurate process for assimilating KeyMetric data within Google Analytics.

Q: Do I need to change telephony providers to use KeyMetric call tracking?

A: Not necessarily. Unlike other call tracking and measurement solutions that force you to use their phone numbers and long distance, KeyMetric Enterprise Edition does not require you to change from your existing telephone provider. Our Enterprise Analytics solution integrates with most telephony providers and vendors (as long as they can provide call data through an API or similar data record); providing an ideal approach for those organizations who have made substantial investment in their telephone systems and who benefit from cost-effective rates.

For those companies wanting to use KeyMetric Tier-I telephony services, prices start as low as 6.9¢ per minute and .80¢ per toll-free number per month.

Q: Can I use KeyMetric if I am using another analytics tool?

A: Yes. KeyMetric Analytics is completely non-disruptive to other solutions and technologies that you may be using. In fact, you can import tracking codes from other analytics solutions, such as Omniture™ or WebTrends™ into KeyMetric to simplify implementation while eliminating (in most cases) the need to restructure destination URLs and tracking codes. And with KeyMetric Enterprise you can import our critical campaign and conversion data into existing in-house reporting and business applications.

Q: Can I track multiple campaigns and sources at the same time?

A: Yes. With KeyMetric you can track virtually unlimited online and offline advertising and content sources at the same time. Our standard and custom reporting features allow you to view aggregate campaign data across all your campaigns; or by each individual campaign as required.

Q: Will KeyMetric Disrupt My Existing SEO?

A: No. Although KeyMetric may require the appending of destination URLs with unique tracking codes, it does not require any other mandatory revision or alteration to URLs – ensuring no disruption of existing search engine rankings and equity.

If you are already using a solution and have tracking codes added to your destination URLs (e.g. Google UTM codes), KeyMetric can reference these existing tracking codes to simplify implementation by as much as 60%.

Q: Does KeyMetric Use Cookies?

A: Yes. The KeyMetric Cookie™ is an intelligent, persistent cookie used to capture session-specific information for each visitor. This data is used to provide actionable information that is relevant to campaign optimization and response and conversion reporting. KeyMetric may, based on custom client configurations utilize complementary first and /or third-party cookies to support unique analytics and campaign measurement data capture.

Q: Are KeyMetric Reports in Real-Time?

A: We prefer the term “Near Real-Time.” Clients using KeyMetric benefit from actionable campaign and conversion performance data that is dynamically updated as often as every 3 minutes. Clients who use the KeyMetric Campaign Services Web API can custom configure delivery times for all transaction data pending on business requirements and /or framework of the receiving Web Service. Google, Yahoo! and MSN API data is received according to each provider’s current data delivery practices.

Q: What type of data can I view in KeyMetric?

A: KeyMetric provides both standard and customizable reports to provide in-depth campaign and performance data including, but not limited to:

- By Response & Conversion Type
- By Hour /Day /Week /Month /Custom
- By Keyword / Search Term
- By Ad Source /Search Engine
- By Referring Domain
- By Ad Campaign & Ad Group
- By Page Visits
- By Page Name
- By New /Returning Visitor
- By Geo Location
- By Page Activity
- By Keyword Performance



Q: Can I Export or Download Data from KeyMetric?

A: Yes. Clients can download standard and custom reports from the hosted KeyMetric Analytics application in a variety of formats including Excel, CSV, and comma-delimited. Additionally, for enterprise clients the KeyMetric Campaign Services Web API delivers campaign, traffic, conversion, cost, and performance data in XML format to any application capable of receiving data using Web Services (SOAP) calls.

Q: How Do I Implement KeyMetric?

A: The implementation of KeyMetric requires three easy steps:

- Adding a single tracking script to each page to be tracked
- HTML text-based telephone numbers on each page to be tracked (for phone call tracking)
- The update of destination URLs with the KeyMetric tracking codes.

For those users wanting to increase the granularity of their tracking data and phone number presentation, KeyMetric offers advanced event and “onclick” tracking and dynamic telephone number presentation methods.

For more information on KeyMetric Campaign Analytics, or to schedule an in-person demonstration please contact our sales team today at 877.359.9642 or visit us on the web at www.keymetric.net.