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KeyMetric, Inc is an innovative Marketing Analytics and Conversion and Call Tracking technology provider with multiple industry-leading solutions and platforms. The company's flagship product, KeyMetric Campaign & Call Analytics is the market's first web analytics tool capable of effectively integrating offline telephone calls and conversions with online paid search. By tracking all online and offline conversions, including telephone calls, back to the exact pay-per-click keyword and organic search term that generated the call-to-action KeyMetric Campaign Call Analytics eliminates black-holes between search activity and revenue opportunity.

With direct, agency and channel clients ranging from small-to-medium sized businesses to Fortune 100 enterprise organizations, KeyMetric is quickly becoming one of the most recognized and respected analytics and call tracking providers in the industry.

KeyMetric Company Snapshot

- Established: 2007
- Corporate Offices: Seattle, WA | Las Vegas, NV
- Number of Satellite Offices: 4 (California, New Jersey, Colorado, North Carolina)
- Company Ownership: Private
- Venture Capital: N/A
- Revenues: \$2-4M
- Number of Primary Clients: 300+
- Market Territories: USA, Canada, South America, Europe, Asia
- Partner Companies: Adoozle, Inc. (www.adoozle.com)
- Primary Products & Services: Campaign Analytics, Campaign Measurement, Call Tracking, Pay-per-Call Platform, Internet Marketing & Advertising, Analytics & Internet Consulting, Search Marketing & Optimization Best-Practices, Local Search Marketing Platform (www.adoozle.com)

KeyMetric Leadership Team

Michael W. Turta - Chief Executive Officer (CEO)

As CEO Michael Turta is responsible for directing the general business and market strategy for KeyMetric as it continues to establish itself as a respected market leader. With over 10 years executive management experience building strategy-focused companies, Mr. Turta has helped lead KeyMetric to sequential month-over-month revenue growth since its inception in 2007. This organic evolution has allowed the company to extend go-to-market across strategic business channels without the need for external capital investment.

Prior to co-founding KeyMetric, Mr. Turta held executive management and consulting roles with recognized market-leading technology companies ClickPath /Who's Calling, 3COM, Agital, and OpenGrid. With a deep background in digital media, analytics & wireless technologies Mr. Turta is a Google Adwords Certified Professional and Microsoft adExcellence Member.



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Michael Turta is an active member of multiple industry groups and executive councils, and is a regular speaker and panelist at industry events and shows. Additionally Mr. Turta is a partner in the Forbes Financial Group - a technology-focused capital investment firm.

Greg Swanson - Chief Technology Officer (CTO)

The chief architect behind the industry's first web analytics solution to intelligently link digital marketing with offline telephone conversions, Greg Swanson is CTO and co-founder of KeyMetric. With extensive experience building world-class technologies and interactive solutions, Greg is a recognized visionary within the web analytics and internet technology industries, with a passion for maintaining competitive edge in KeyMetric technologies and solutions within a highly aggressive market segment.

Prior to co-founding KeyMetric Greg was CTO, co-founder and lead architect for ClickPath - the first company to develop keyword-level call tracking, through its multi-million dollar acquisition in 2006 by Who's Calling, and held senior management positions with Qwestra and Interpath.

Greg Swanson is an active member of multiple industry groups and councils and maintains an advisory role with numerous market-leading interactive and web-based software companies.

Antoinette Hume - Executive Vice President

Toni Hume serves as Chief Sales Officer for KeyMetric. With more than 10 years expertise bridging relationships with Fortune 500 companies, Mrs. Hume directs strategic sales and business development for KeyMetric and is responsible for managing the company's partner and reseller channels across the globe.

As a co-founder of KeyMetric, Mrs. Hume has cultivated a strategic pipeline that includes many of today's market-leading agencies, digital media publishers, call centers, and B2B and B2C companies - steering KeyMetric to profitability by only its third-quarter of operations with continued increases in sequential month-over-month revenues ever since.

Prior to KeyMetric, Mrs. Hume held an executive sales position with ClickPath /Who's Calling, and was instrumental in building multi-million dollar revenues for the Media Division; contributing to total corporate revenues in excess of \$72M.

Kristen Chadwick - Director of Client Engagement

Kristen Chadwick is Director of Client Engagement for KeyMetric. Responsible for global service and support programs for KeyMetric, including the company's extensive catalog of channel partners; Mrs. Chadwick pilots one of the most customer-acclaimed client engagement and partner management programs in the industry. With extensive expertise in building and maintaining world-class relationships with client stakeholders and C-Level executives, Kristen is the backbone of the entire business-retention strategy for KeyMetric.



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Kristen's background includes 10+ years of sales and senior account management experience, managing key strategic accounts for Fortune 100 companies in the financial, insurance, telecom and B2B and B2C industries. Additionally Kristen is a Google Adwords Certified Professional.

For more information contact us at (877) 359-9642 or visit us on the web at www.keymetric.net.