

PRODUCT DATASHEET

KeyMetric adTrax Call & Conversion Analytics

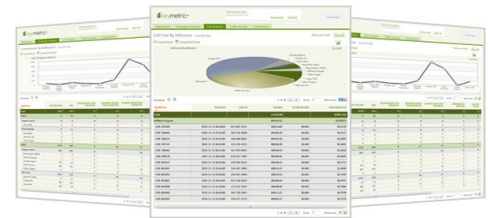
THE INDUSTRY'S FIRST USER-MANAGED PHONE CALL & CONVERSION ANALYTICS TOOL FOR GOOGLE, BING, YAHOO, & MORE.

Up to 70% of all website visits result in an offline phone call – whether it's to ask a question, request more information or complete the sale. If you don't know which advertising investments, search activity, and pay-per-click (ppc) keywords are delivering conversions you cannot effectively optimize your advertising investments to build acceptable ROI.

KeyMetric® adTrax™ is the industry's first self-service phone call and conversion analytics tool designed to deliver streamlined, actionable marketing performance data. Now businesses and agencies can create accounts online to build, manage, and administer phone call and conversion analytics in real-time based on their unique business needs and objectives.

KeyMetric adTrax delivers the power of KeyMetric Call & Conversion Analytics, including ppc keyword and organic search term level phone call tracking, under a fully self-administered software-as-a-service (SaaS) model. Add, delete, and manage phone numbers and online conversions and events (email, form submissions, downloads, click-to-call, etc.) in real-time with the click of your mouse. Easily customize campaigns, conversion types, and tracking codes as needed to capture a complete picture of your online and offline advertising performance while measuring accurate return-on-investment (ROI).

Intuitive, real-time reports ensure you have the right data, at the right time to support smarter decision-making cycles.



"KeyMetric provides our clients with industry leading call tracking, conversion data analytics and customer support. This is particularly important for our landing page optimization clients where tracking each call and conversion is essential. We found KeyMetric to be so critical to our client businesses that we developed a proprietary split testing tool that integrates KeyMetric, PPC and Google Website Optimizer. We wouldn't go a day without them in our arsenal."

Troy Ireland
CEO | TextLinkBrokers
(www.textlinkbrokers.com)

“ Real-time, actionable phone call and conversion analytics at the tip of your fingers – that is the power of KeyMetric adTrax. ”

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KeyMetric adTrax Call & Conversion Analytics

- Real-time, self-managing phone call and conversion analytics for Google, Yahoo, Bing, plus other search engines and referring traffic sources.
- Track goals and conversions across online and offline activity, including telephone calls.
- Track offline phone calls and online conversions (such as email, form submissions, downloads, and shopping cart transactions) back to search engine & digital marketing with ppc keyword and organic search term granularity.
- Identify which unique keywords and content are generating conversions, leads, and phone calls.
- Identify new “niche” ppc keywords & content to optimize performance, engagements, and rankings.
- Track affiliate advertising and social media including Twitter, Facebook, LinkedIn, and more.
- Optimize keyword bids and placements to maximize return on investment.
- Improve response and conversion rates by as much as 200% in just a few short weeks.
- Manage and administer your account online in real-time.
- Real-time sales dispositioning to track the actual sales value for every phone call.

Find out for yourself what hundreds of businesses, interactive advertising agencies, and call centers already know – KeyMetric helps dramatically increase engagements, conversions, and revenue opportunity from search engine and digital advertising.

Call us today at (866) 304-5714 to schedule a real-time demonstration or visit us online at www.keymetric.net.

Did You Know...

Hundreds of small to medium sized businesses, Fortune 500 companies, and many of the top interactive agencies in the US and Canada depend on KeyMetric to help maintain competitive ROI and protect their advertising investments?

KeyMetric uses unique phone numbers, combined with Intelligent Number Insertion (INI) and advanced session and cookie data to accurately track phone calls and other online conversions back to online and offline advertising sources, referring traffic sources, keywords, and organic search activity.

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