

# KeyMetric adTrax

Google Analytics & AdWords Integration

The Worlds' Most Intelligent  
Call Tracking & Call Analytics Platform...

# keymetric

KeyMetric, Inc.  
5940 S. Rainbow Blvd. Las Vegas, NV 89118

Toll-Free: (866) 874-5734  
Email: [sales@keymetric.net](mailto:sales@keymetric.net)  
Web: [www.keymetric.net](http://www.keymetric.net)

## View KeyMetric Call Analytics Data in Google Analytics & AdWords

Industry statistics show that 65% or more of all online and mobile searches result in an offline phone call. So the important question you need to be asking is "How can we effectively improve media buys, advertising placements, keyword bids and SEO if we cannot accurately connect each phone call back to the originating ad source, ad campaign, keyword or search term?" The answer is "You can't - unless you use KeyMetric!"

KeyMetric® adTrax is the industry's most intelligent call tracking and analytics tool. For customers using Google Analytics, and for those customers advertising through Google AdWords - KeyMetric makes it easy to view valuable call conversion data next to your Google campaign and website data in through our SaaS user interface, and/ or within Google Analytics & AdWords.

KeyMetric adTrax seamlessly pushes phone call conversion data to Google Analytics as pageview events, and to Google AdWords as conversions. This feature supports those customers who wish to also view their call conversion data in Google with other events and goals.

Simply provide KeyMetric with your Google Analytics Account ID, and create a "destination" goal within Google Analytics using `/keymetric/phonecall`. That's it. No other changes are required to Google Analytics Account. And once your KeyMetric call data is integrated with Google Analytics, you can easily import it into Google AdWords to view as conversions, or bypass Google Analytics completely to view phone calls as conversions in Google AdWords.

Sign up online today at <http://adtrax.keymetric.net>, or call (866) 874-5734 to find out how you can dramatically increase conversion rates and improve your marketing ROI in just a few short weeks.

For more information visit [www.keymetric.net](http://www.keymetric.net).

