

KeyMetric adTrax

Intelligent Number Insertion (INI)

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

keymetric

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Affordable - Scalable - Powerful Call Tracking & Analytics

KeyMetric® Intelligent Number Insertion (INI) is the most advanced, scalable 'dynamic phone number insertion' technology available and is exclusive to the KeyMetric adTrax platform. Our patent-pending INI technology captures the unique pay per click (ppc) keyword, organic search term, referring domain, and other source data for every phone call and online conversion. Effectively optimize your advertising, keyword bids and SEO based on the terms and content proven to deliver leads, phone calls, and sales.

At the core of KeyMetric is our patent-pending INI process; seamlessly connecting inbound telephone calls to originating sources, media, referring domains, ppc keywords, and organic search activity. Unlike other tools that require a one-to-one ratio of phone numbers to keywords, use inaccurate Reverse Proxy or URL Postback methods to insert phone numbers, or that limit the number of keywords you can track in order to maintain accuracy; KeyMetric INI is an advanced session-based method designed to scale according to your unique business needs.

“KeyMetric has customers tracking thousands of keywords, referring domains, search listings, and other search-based content sources using less Phone numbers than our competitors often require for a single pay-per-click campaign.”

Because KeyMetric INI works at the browser-session level, the number of required phone numbers is determined by our system based on the number of simultaneous users visiting your website or online content - monitoring and scaling as needed. Whether you are bidding on 1 keyword or 100,000 keywords, your pool of phone numbers is determined by the number of active visitors, the frequency of new and return visitors, and other key parameters used to intelligently ensure your phone call tracking data is accurate, usable, and reliable.

How It Works

KeyMetric, like most analytics solutions, is implemented by adding a JavaScript tracking script to each webpage and HTML-based content source you wish to track. Our advanced session-based platform tracks each unique visitor's Internet browser session (*each time a user opens a browser to search the Internet*) using cookies (*cookie-less options available*) and other mechanisms to identify and measure unique visits, and seamlessly connect phone calls and other engagements and conversions back to the correct visitor and their search activity.

As visitors reach your website, KeyMetric INI will dynamically insert a unique toll-free or local phone number for each visitor during their browser session, and will maintain the connection between that user and an in-bound phone call.



Competitor tools recycle phone numbers between sources and campaigns, so if a phone call occurs in the future it is virtually impossible to know what advertising source, keyword or search term delivered the phone call. KeyMetric INI, however, intelligently pools phone numbers for only a single ad source, so although the keyword or search term may no longer be available for calls that occur well beyond the visitors browsing session, the correct advertising source, campaign, and referring domain will always be captured for every call.

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In cases where two or more visitors are searching at the same time from the same place (e.g., same ISP or IP Address), KeyMetric is uniquely identifies and tracks each visitor separately, and serves unique telephone numbers to maintain accurate measurement and analysis. This is not the case for competitive solutions, which are not truly session-based; where they only use geographic identifiers, such as area code, to try and differentiate unique visitors and calls. Although accurate on occasion, there are multiple factors that can disrupt the accuracy of data with these solutions, and cause phone calls from one visitor to be associated with the search activity of another visitor. Furthermore, unlike KeyMetric, these solutions are not scalable for localized campaigns where geo-based or geo-targeting identifiers are consistently more identical.

Additionally, KeyMetric INI allows for the capture of deep referring traffic sources and referring domain information not available with other call tracking solutions – allowing you to capture the referring domains (e.g., google.ca or google.mx and not just google.com) that have not been pre identified as ad sources. Competitive solutions can only provide call tracking data for those ad sources that have been physically identified and tagged; eliminating the ability to capture valuable referring traffic source and domain data to effectively identify and optimize channel and content network advertising.

API Versus URL Postback

KeyMetric call and conversion data is exportable via download, and through our advanced Web-Services API (Application Programming Interface), similar to what is used by Google, Yahoo, and Bing to export data to third-party reporting tools and applications. Many competitors strictly utilize a URL Postback method to export and/or integrate data with external applications. Although URL Postback is a simplified method that often allows less experienced programmers to integrate, the data is posted to a URL on a webserver instead of being requested via a secure Web-Services call, frequently resulting in disparate and inaccurate data.

In some cases, vendors use a URL Postback as their primary mechanism to push call data to a webpage, where end-user clients implement Google Analytics or similar solutions to pick up a telephone call as a “conversion” or “goal” in the reporting application. Although simple to implement and execute, URL Postback is not a secure mechanism for transferring data in environments and industries, such as financial and medical industries, where stricter data privacy standards have been determined. Additionally, URL Postback can skew high-level performance metrics, as each phone call and conversion will also register as additional click-throughs to a webpage or HTML content source. For companies using bid management or similar tools, where click-throughs are a metric used to adjust performance and bid rates, inaccurate and/or inflated click counts could prove detrimental.

For competitive reasons, KeyMetric provides a proprietary URL Postback option for basic data pushes to Google Analytics and similar applications, however we do not promote this option as secure, accurate or reliable.

Experience The Power of KeyMetric Today

Whether you're an interactive agency, a smaller local business looking to measure the effectiveness of online and offline marketing, an online retailer looking to improve ecommerce activity and sales, or a Fortune 500 corporation looking to maximize lead generation - KeyMetric will deliver the smart data you need to make effective marketing decisions at a price that makes sense.

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.