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PRESS RELEASE

KeyMetric Expands Global Call Tracking Services

LAS VEGAS, NV – July 6, 2019 – Today, KeyMetric, a global leader in call tracking and customer engagement analytics for marketers and businesses, announced it has expanded its call tracking services to cover over 60 countries around the globe.

With customers all around the globe, KeyMetric is now able to offer services in additional countries and regions where, until now, call tracking was either not available or was too expensive for the average business. This means that KeyMetric call tracking will be available to businesses and agencies in over 60 countries around the world.

“Unlike other call tracking companies that insist on maintaining expensive telephony infrastructure, KeyMetric made the decision to leverage existing telephony platforms within many of the world’s leading carriers; allowing us to maintain a higher level of service at a fraction of the price of our competitors” said Toni Hume, Executive Vice President of Sales for the company.

“Without volume, telephony can be an expensive commodity in some locations. By eliminating the cost of maintaining our own switches, we are able to piggy-back on larger service providers who get the price breaks; allowing us to pass those savings on to our clients and partners” adds Hume.

For those countries where toll-free or local phone numbers are too highly priced or, simply unavailable, KeyMetric is soon to release the industry’s first call tracking service that does not require any additional tracking phone numbers or per-minute fees. Businesses will simply continue to use their existing phone numbers to track calls from their websites and other digital sources.

“As the world moves more towards mobile and digital communication platforms, our ability to offer more innovative services increases” said Hume.

About KeyMetric

Founded in 2007, KeyMetric is one of the industry’s leading call tracking and customer engagement analytics companies focused on delivering actionable, up-to-the-minute information to simplify the way businesses, advertisers, and agencies track and measure their marketing investments. With customers ranging from small-to-medium-sized businesses (SMBs), to Fortune 500 and Enterprise companies, to many of the top advertising agencies around the globe - KeyMetric is trusted by thousands of business locations to deliver actionable information to maximize the performance of digital, mobile and traditional offline marketing investments.

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