

# KeyMetric adTrax

Phone Call & Conversion Analytics

The Worlds' Most Usable  
Call & Conversion Tracking & 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)

## AdTrax From KeyMetric® Will Help You Make Smarter Marketing Decisions. It's As Simple As That...

Signing up for KeyMetric adTrax today is easy at <http://adtrax.keymetric.net>. In just minutes you can have access to up to the minute phone call, conversion and engagement data that spans your entire marketing portfolio. Instantly track every visit, phone call, conversion, and event back to the originating campaigns, sources, domains, PPC keywords and search terms.

Anytime, anywhere, from any device - adTrax provides real-time call and conversion analytics to measure advertising effectiveness. Eliminate "big data" and benefit from "smart data" to make quick, cost-responsible marketing decisions. Access standard reports online, build and share custom reports in seconds and easily distribute customized reports across your entire organization.

## Capture Referring Source, Domain, Keyword & Search Term For Every Inbound Phone Call & Conversion...

Industry data shows 65% or more of all online and mobile engagements result in an offline phone call. So the question you need to ask yourself is, "how can I effectively improve advertising performance, keyword bids and SEO unless I can accurately connect phone calls and conversions back to the source, ad, keyword and/ or search term?" The answer is, "you can't - unless you are using KeyMetric adTrax!"

**STARTING RIGHT NOW** you can begin to measure and improve the effectiveness of your digital, mobile, online and offline advertising, content and media.

**STARTING RIGHT NOW** you can move beyond simply measuring click-throughs and visits, and benefit from knowing how every visitor engages with your business - whether they do so online, over the telephone, from a mobile device or by walking through your front door.

KeyMetric pioneered real-time keyword and search term call tracking back in 2007. Our patent-pending adTrax platform captures the unique search engine, pay-per-click (PPC) keyword, organic search query, referring domain and more for every inbound phone call. Effectively optimize your advertising, keyword bids and SEO based on the terms and content proven to deliver phone calls, leads, sales and revenue.

*"With KeyMetric adTrax you will know which ppc keywords deliver 20 phone Calls & leads for \$200 versus which ppc keywords deliver 20 phone Calls & leads for \$2000!"*



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## Reinvest In The Advertising Campaigns, Keywords, Media & Content Proven To Generate The Highest ROI...

With KeyMetric you know exactly which sources, domains, campaigns, content and keywords are generating phone calls, engagements and leads. Start paying for leads and stop paying for visitors by intelligently reinvesting your advertising dollars where proven to generate the greatest return.

In many cases, the advertising campaigns, keywords and content that deliver the majority of visits do not generate the most phone calls, engagements and leads. If you're not tracking all your online and offline engagements and call-to-actions, including telephone calls, with the level of "smart data" only available with KeyMetric adTrax, you cannot effectively adjust ad spend, ad buys, and keyword bids to truly maximize your advertising investments.

## Experience The Power Of KeyMetric AdTrax Today...

Whether you're an interactive agency looking to demonstrate accurate proof of performance, 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 company looking to increase lead generation - KeyMetric adTrax delivers the "smart data" you need to make effective marketing decisions at a price that makes sense.

KeyMetric recognizes your need to measure the value of technology without the liability of a long-term commitment. All our services are month-to-month with no long-term contracts, cancellation fees or penalties.

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).

## KeyMetric adTrax is Trusted on Thousands of Websites Including:

- Media Publishers & Ad Networks
- Affiliate Publishers & Marketers
- B2B & B2C Software Developers
- Auto Dealers & After Market Resellers
- Financial & Banking Institutions
- Insurance Agencies & Brokers
- Contractors & Trade Businesses
- Multifamily Housing
- Legal, Medical & Healthcare
- Restaurants & Event Planners
- Self-Storage & Moving Companies
- Media & Publishing
- Franchise Businesses
- Universities & Education Groups
- Government & Public Service Agencies
- Local Storefronts & Service Providers