

# KeyMetric adTrax

Enterprise Call Tracking Platform & APIs

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

# keymetric

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## True Enterprise-Class Phone Call Analytics

KeyMetric is the only call tracking platform on the market that offers a true Enterprise-class solution; capable of integrating with nearly unlimited third-party business systems, analytics tools, and reporting services. Additionally, KeyMetric Enterprise is the only call tracking solution on the market designed to integrate with third-party telephony service providers (carriers); allowing businesses to continue using their existing toll-free and/ or local phone numbers and per-minute rates.

KeyMetric Enterprise, through our advanced Web-Services APIs, pushes up to the minute phone call, campaign and cost data into third-party reporting and business applications, such as Salesforce.com, Marin Software, Acquisio, Microsoft Dynamics, Sugar CRM or any other business system that is capable of receiving SOAP-based Web Services (XML) data.

KeyMetric Enterprise is ideal for large advertisers, ad publishers, call centers and other businesses who have already made a substantial investment in their telephone systems and services, yet are looking to benefit from intelligence advertising data. Capture the ad source, ad campaign, referring domain, ppc keyword and organic search query for every inbound call.

## Seamlessly Integrate the Real-Time Power of KeyMetric...

KeyMetric Enterprise extends our patent-pending call tracking and analytics, plus all the innovative features and benefits of our adTrax Analytics platform through an advanced API that tightly integrates with your existing telephony services, business applications and business framework.

Our professional development team is here to assist your developers to help make the integration process as quick and easy as possible. We can even integrate our advanced, session-based call analytics capabilities to other call tracking companies to help bolster their existing services and data.

For those organizations still needing telephone services, but wanting to integrate KeyMetric data with internal reporting systems, our GetCalls API is available to bridge the gap between KeyMetric "Smart Data" and your business applications.

Call our sales team today at (866) 874-5734 to find out how you can benefit from KeyMetric call and conversion analytics while continuing to use your existing telephone services provider and phone numbers.

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

