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PRESS RELEASE

KeyMetric Chooses Bandwidth to Power Its Call Tracking Services Platform

LAS VEGAS, NV – August 20, 2014 – Today, KeyMetric, a global leader in call tracking and customer engagement analytics for marketers and businesses, announced it has selected Bandwidth to provide the underlying telephony backbone for its global call tracking services.

The ability for a business to connect both online and offline engagements to all of their marketing and sales investments is critical, especially given that upwards of 65 percent of all online searches can result in an offline phone lead or purchase. Optimizing media buys, keyword bids and content placements using both online and offline conversion data means there is less guesswork in determining which investments actually deliver value.

“Bandwidth’s APIs for call tracking have exceeded our expectations,” said Greg Swanson, Chief Technology Officer at KeyMetric. “Working with a large telecom carrier, and not having to worry about any of the telecom complexity was wonderful. It was easy to develop the functionality we needed using their APIs, which allowed our developers to stay focused on our core products.”

Bandwidth is known as the phone company behind the country’s leading call analytics companies by providing instant access to a large nationwide footprint of local and toll free phone numbers. By enabling multi-channel digital marketing providers to integrate the offline attribution of a phone with their online data, companies like KeyMetric are able to demonstrate the value of digital advertising ROI, accelerating the shift of spending from traditional forms of marketing to mobile and digital marketing.

Swanson added, **“The service was quick and easy to launch and allows us to detail the performance of our customers’ advertising campaigns, by blending online activity with the offline phone call data provided by the APIs.”**

“In the high-growth industry of digital and mobile advertising, digital marketing providers need an easy way to monetize offline activity,” said Steve Leonard, EVP and General Manager, Bandwidth. “With our experience in supporting more call analytics customers than any other provider, and our new robust APIs that are seamless and fast to integrate, we look forward to continuing to help digital marketing software platforms easily bring offline data back online.”



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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.

About Bandwidth

Bandwidth is among the nation's largest and fastest-growing communication technology companies. The company operates two divisions – business solutions and consumer (Republic Wireless) that share a mission of transforming the communications industry. Across the divisions, Bandwidth provides a full range of communications services, including voice origination, termination and toll free; a full suite of 9-1-1 services; SMS solutions; SIP Trunking; hosted VoIP for SMBs; and a consumer wireless business. Founded in 1999, and a certified CLEC in 49 states, Bandwidth is a profitable company headquartered in Raleigh, NC with a large remote office in Denver, CO and field offices in eight other cities.

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