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KEYMETRIC, INC ANNOUNCES CAMPAIGN ANALYTICS v2.0.

Seattle, WA -- (December 8th, 2007) -- Today, KeyMetric™ (www.keymetric.net), an innovative Marketing Analytics Provider announced the public release of their Campaign Analytics v2.0 product.

Considered one of the industry's most usable solutions for effectively tracking the performance of online and offline marketing campaigns, KeyMetric Campaign Analytics v2.0 is the only solution available on the market that tracks online and offline responses and conversions, including telephone calls, back to the unique search engine term or keyword while generating customer segmentation and lead data at the "per-session" level. By capturing both online and offline response and conversion metrics, KeyMetric Campaign Analytics provides transparent insight into the overall performance of advertising campaigns and keyword bid strategies across the entire click stream.

According to Michael Turta, CEO for KeyMetric, "Our v2.0 launch competitively positions this company in a class by itself. In addition to enhancing customer segmentation and action-based metrics, v2.0 allows clients to maintain existing telephony services and other integrated systems; creating a truly non-disruptive solution. With this Enterprise model, larger organizations can now benefit from getting unique keyword and search term performance granularity from telephone calls without incurring higher costs." Mr. Turta adds that "With real-time campaign and cost data from Google and Yahoo! now integrated into our reports marketers can accurately threshold aggregate campaign and performance data within a single tool."

KeyMetric Campaign Analytics v2.0 introduces multiple enhancements including the ability to integrate with existing telephony and call center services, the ability to import tracking codes from other third-party analytics tools, enhanced customer segmentation framework with caller data and geo-targeting, aggregate online and offline campaign data; and enhanced reporting structures allowing for fully customizable, publishable reports.

With the release of Campaign Analytics v2.0 KeyMetric effectively positions for global go-to-market strategy.

About KeyMetric

KeyMetric Campaign Analytics is the industry's premium solution for measuring the overall performance of search engine marketing across online and offline direct-response channels, including telephone calls. With KeyMetric, marketers track response and conversion performance across unique search terms and keywords – providing visibility into which campaigns are generating increased lead and revenue opportunities and which campaigns are simply inflating overall cost of advertising.

For more information call 877-359-9642 or visit us online at www.keymetric.net.

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