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## KeyMetric Announces Globalized Mobile Analytics & Touch-2-Call Technology for Mobile Phones & Tablets

SAN FRANCISCO, CA -- APRIL 03, 2013 – KeyMetric®, a leading marketing analytics and services company, today announced the release of mobileTrax™ - a global mobile analytics and interactive touch-2-call tool for marketers, agencies, publishers and application developers.

The industry's first Software-as-a-Service (SaaS) to seamlessly combine mobile marketing analytics, mobile application analytics, and mobile call analytics for phones and tablets in a single solution - KeyMetric mobileTrax empowers businesses around the globe to effectively track and measure how consumers are engaging mobile-targeted advertising and media, content and applications.

"mobileTrax represents our global entry into the mobile devices market," says KeyMetric CEO Michael Turta. "By combining advertising, engagement and application analytics in a single real-time tool, while establishing a traceable method to seamlessly connect mobile consumers and businesses, we are fundamentally evolving the way businesses can measure and improve return-on-investment (ROI) across their mobile investments," states Mr. Turta.

Whether investing in paid mobile advertising, mobile search, social media, video or developing mobile apps - KeyMetric mobileTrax collects deep intelligence for every session, event, engagement and phone call happening on mobile phones and tablets. "When you consider that upwards of 70% of mobile search activity results in a phone call, it is critical for businesses to understand which advertising and content was successful in delivering those interactions."

"A key advantage of mobileTrax over other tools is its ability to track and measure phone calls made from mobile phones and tablets back to originating sources, channels and search activity," adds Mr. Turta. "Historically, when businesses wanted to track phone calls, they were required to additionally invest in costly phone numbers and services. Now with mobileTrax' patent-pending 'touch-2-call' technology, businesses simply continue to use their current phone numbers."

Consumers simply touch a phone number located on a web page, map listing, app advertisement or other mobile content to directly initiate a private call on their phones, tablets or any device with a microphone and speaker. "mobileTrax virtually makes existing call tracking solutions obsolete, while embracing the portable 'machine-to-machine' world we now live in."

"mobileTrax allows any business that is advertising, distributing content, or building applications on mobile phones and tablets to accurately calculate return-on-investment and rapidly adjust and optimize their investments based on how consumers are actually engaging," states KeyMetric Chief Sales Officer Antoinette Hume. "It additionally allows us to set precedent for upcoming initiatives such as RFID interactions between devices and content."



mobileTrax is currently available for users in North America at <http://mobiletrax.keymetric.net>. Internationalized versions for the UK, Europe, China, Japan, India, Australia and other key markets will be announced May and June of 2013.

#### ABOUT KEYMETRIC

KeyMetric is a leading marketing-services provider focused on up-to-the-minute advertising analytics, engagement measurement tools, and interactive tools designed to improve the way consumers and businesses connect across desktop and mobile environments.

With customers ranging from smaller brick-and-mortar businesses, to many of the top advertising agencies around the globe, to Fortune 500 and Enterprise companies – KeyMetric is trusted by thousands of business locations to deliver usable, accurate information to measure the effectiveness of paid advertising, search engine optimization, social media, traditional media and mobile content.

For more information on any of KeyMetric' services and technologies, visit us on the web at [www.keymetric.net](http://www.keymetric.net) or call toll-free (866) 304-6529.

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<http://www.prweb.com/releases/2013/04/prweb1234567.htm>

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