KeyMetric Announces Advertising Analytics & Call Tracking for the Yahoo! Bing Network & Bing Ads

LAS VEGAS, NV – SEPTEMBER 26th, 2013 – KeyMetric®, a leading Digital Analytics Company for marketers and agencies, today announced its innovative conversion and call analytics software for the Yahoo! Bing Network & Bing Ads.

Delivering up-to-the-minute intelligence, KeyMetric "Smart Data" simplifies the process for improving advertising effectiveness on the Yahoo! Bing Network and Bing Ads by providing both online conversion analytics and offline call tracking in a single tool.

Using KeyMetric, b2b marketers, b2c marketers and digital agencies easily track, measure, optimize and redistribute ad campaigns, ppc keywords, media and search content to dramatically increase return-on-investment. By eliminating the complexities of "big data," KeyMetric makes it simple to identify which investments are generating engagements, leads and sales both online and offline, including over the telephone.

"Compared to a platform like Google® AdWords™, Microsoft® and Yahoo® seemingly fail to provide suitable levels of data for clients to measure the effectiveness of their advertising," said KeyMetric CEO Michael Turta. "Microsoft and Yahoo essentially ask customers to repetitively gamble marketing dollars under a philosophy of blind trust, offering little to no proof-of-performance. KeyMetric solves this problem, ensuring marketers can easily identify which advertisements, keywords and content deliver conversions, phone calls, leads and sales."

According to Toni Hume, KeyMetric EVP of Sales, "equally valuable, our service displays which advertisements, keywords and content fail to deliver any value at all - allowing clients to optimize and reposition their campaigns appropriately. With KeyMetric, marketers gain access to the only tool on the market that accurately connects online and offline activity in a single solution. It's possible for our clients to improve advertising ROI as much as 400% once they can distinguish which investments are, and are not generating leads and sales."

Key Features Include:

- Track unlimited sources including Bing, Yahoo!, Google, Baidu, affiliate, social & more.
- Real-time campaign, PPC keyword & organic search conversion analytics & call tracking.
- Integration with Bing Ads API to capture cost data & calculate accurate ROI.
- Simplified "Smart Data" to support rapid decision-making cycles.
- Build & share customized reports in seconds.
- Ability to embed & track phone numbers within SERP ad content on Bing & Yahoo!

Businesses and agencies can sign up online at http://adtrax.keymetric.net.

ABOUT KEYMETRIC

KeyMetric is a leading digital analytics company for SMBs, agencies and enterprise organizations providing up-to-the-minute advertising analytics, engagement analytics, call analytics and app analytics across mobile, desktop and digital platforms.

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 or call toll-free (866) 304-6529.

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