



Mongoose Metrics Partners with SEO/SEM Expert Alan K'necht To Address Webtrends™ 2010 Engage Conference About Call Tracking

More than 500 attendees will have the opportunity to hear Alan K'necht speak about "Tracking Offline Conversions" (Call Tracking) at Webtrends 2010 Engage Conference in New Orleans, La. on Feb. 2 at 3 p.m.

Cleveland, Ohio ([PRWEB](#)) January 30, 2010 -- Mongoose Metrics, an enterprise call tracking solutions provider, today announces that SEO/SEM expert Alan K'necht will address attendees at the Webtrends 2010 Engage conference in New Orleans, La. on Feb. 2 at 3 p.m. His talk, titled, "Tracking Offline Conversions" will educate participants about the power of call tracking in measuring the impact that online campaigns and websites have when it comes to driving and tracking calls that turn into sales.

"All companies need to generate phone calls," says K'necht. "Not only phone calls, but qualified leads. With Mongoose Metrics' technology you can see who is calling, look at which pages are driving calls and know which campaigns, keywords and marketing campaigns are driving callers along with whether those calls generate revenue," he adds.

Specifically, K'necht will illuminate how integrating your call tracking into the Webtrends Open Exchange Network allows you to tag the call as a conversion including assigning a value to the call, see the path to and from the call and directly relate the call to a specific campaign, organic search term or paid search term. With this offline conversion data in the same place as your online conversion data the job of evaluating and optimizing campaigns is made easier and more efficient.

About Alan K'necht

K'necht founded K'nechtology Inc., (www.knechtology.com) one of Toronto, Canada's Leading SEO/SEM and Web analytics consulting firms in 1998. K'necht has personally been implementing web analytic solutions since 1996. During this period he has provided both Search Engine Optimization, PPC and web analytics guidance to organizations across North America including: Canada's Federal Government, the US Navy, Inter-American Development Bank, Toyota Canada, media organizations, several e-commerce companies and a wide array of other businesses. For more information visit www.knechtology.com.

About Mongoose Metrics

Mongoose Metrics is a privately-held company based in Independence, Ohio and was founded in 2007 by information technology and telecom veterans, Stephen Abbey, Bradley Reynolds and Jeff Tirey. The company developed the industry's first patent-pending phone call tracking technology which integrates phone call reports into third party web analytics packages such as Webtrends, Google Analytics™ and Omniture SiteCatalyst.™ The company's innovations also include keyword level tracking solutions for online marketers who need to understand what paid search (PPC) traffic is driving phone calls. For more information about Mongoose Metrics products and services visit www.mongoosemetrics.com or call 1.877.784.0496.

About Webtrends Inc.

Webtrends is an enterprise customer intelligence company that turns online and offline data into understanding.



We help organizations realize a competitive advantage by providing insight-driven optimization of their digital channels. Our leadership extends beyond the web analytics industry we founded in 1993 to the measurement, optimization and integration of all digital content and customer intelligence, including web sites, social media and paid-search advertising. Our products and services are trusted by thousands of leading brands and global organizations, including Microsoft, Toyota, The Coca-Cola Company, The New York Times and General Mills. You can learn more about Webtrends products and services at Webtrends.com or call 1.877.932.8736.

About Call Tracking

Call tracking is one method of lead generation measurement that brings substantial and highly measurable insight to the issue of understanding online to offline conversions. It enables clients to migrate from merely tracking the number of phone calls they receive from online advertising campaigns to understanding each caller's online behavior and buying persona.

More importantly, call tracking allows businesses to calculate financial success for every form of advertising they are paying for. With call tracking, marketers now have an increasingly powerful tool to not only measure -- but also analyze -- offline conversions (phone calls) to more effectively determine success and make informed spending decisions.

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**Contact Information****Kathleen Colan**

Mongoose Metrics, LLC

<http://www.mongoosemetrics.com>

440-479-0932

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