

Unilytics Partners with Mongoose Metrics to Add the Power of Call Tracking to Web Analytics

Collaboration Provides a Full View of Offline and Online Sales Conversions for Optimum Advertising Campaign Success

March 15, 2010 – TORONTO, ONTARIO – Unilytics Corporation, a leading web optimization and analytics consulting firm, today announced a partnership with Mongoose Metrics, an enterprise-level call tracking solutions provider. The partnership allows clients of both companies to visualize a powerful marketing picture that illuminates which marketing efforts – PPC, organic, e-mail, offline – are driving phone calls, and ultimately, sales conversions.

Unilytics specializes in training and consulting for Google Analytics™ and Webtrends™ platforms for more than 800 clients across North America. Mongoose Metrics, focuses on providing robust phone call data which allows clients to simply quantify the offline impact of all their advertising (online and traditional).

“Our partnership creates an even more powerful tool for marketers who want a full analysis – online and offline – for every form of advertising they buy. At the most basic, yet perhaps most illustrative level, we can tell you which keywords are driving phone calls,” says Bradley Reynolds, chief executive officer for Mongoose Metrics. He adds, “Whether you’re spending \$600 or six figures each month on advertising, it’s imperative to know everything possible about your return-on-investment. With Mongoose Metrics’ call tracking technology, advertisers can finally understand who’s clicking, who’s calling, how and why. “

“We believe our customers will see tremendous advantages by integrating Mongoose Metrics into their web analytics products,” says Peder Enhorning, president of Unilytics. “Measuring campaign conversions is critical and web analytics products do this well, except when visitors instead decide to pick up the phone and call in. Mongoose Metrics neatly fills this void and offers our customers an attractive way to better understand which campaigns are working and which are not.”

Unilytics and Mongoose Metrics share a number of clients and the partnership leverages both companies’ existing assets to provide more value.

Call tracking (with local or toll-free numbers) enables businesses to answer formerly mysterious marketing questions such as:

- Do my Web marketing campaigns generate phone calls?
- Do these phone calls generate revenue?
- Do certain pages or sections of my website cause visitors to pick up the phone? Do they take action over the phone?
- Do prospects who call end up back on the site? Do they end up purchasing online?

About Unilytics

Unilytics is a leading web optimization and analytics company, offering consulting, configuration and training to a growing client base of over 800 customers including leading firms in finance, technology, medical, CPG, communications and media sectors as well as all levels of government. While the company specializes in Webtrends, Omniture and Google Analytics, they also integrate and incorporate data from other channels such as email marketing, CRM, customer service and phone support. This

provides a complete understanding of the customer experience. Their consulting services include web site optimization; web analytics customization and training; dashboard creation and management reporting; and KPI analysis.

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. In 2010, Mongoose Metrics introduced local and toll-free call tracking across Canada and the United Kingdom.

Media Contacts:

Sheri Bellak

Unilytics Corporation

416-441-9009 x224

sheri.bellak@unilytics.com

Kathleen Dolan

Director of Marketing and Content

Mongoose Metrics

416-441-9009 x224

Kathleen.colan@mongoosemetrics.com

440-479-0932