

# Backtracks Switchboard

Welcome to Backtracks Switchboard, a new tool for

- accurate and in-depth podcast analytics no matter where you host or how you deliver your audio content.

[Sign Up & Switch On](#)



# **Podcast Analytics. Anywhere. Any Host.**

Track your podcast analytics on any app, any host, and any device. Just copy and paste some basic code and we will route all your analytics through Backtracks Switchboard.



```

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<rss version="2.0"
  xmlns:atom="http://www.w3.org/2005/Atom"
  xmlns:example="http://www.example.com/dtds/podcast-1.0.dtd"
  xmlns:sy="http://purl.org/rss/1.0/modules/syndication/"
  xmlns:content="http://purl.org/rss/1.0/modules/content/"
  >
  <channel>
    <title>X Alpine Podcast</title>
    <description><![CDATA[We talk about the possibilities of the human athlete and
sports in extreme outdoor scenarios.]]></description>
    <link>https://example.com/</link>
    <example:image href="https://example.com/image.jpg" />
    <example:type>episodic</example:type>
    <example:author>X Alpine</example:author>
    <example:explicit>no</example:explicit>
    <example:category text="Sports" />
    <example:category text="Sports" />
    <example:category text="Wilderness" />
  </example:category>
  <item>
    <title><![CDATA[Climbing the world's tallest mountain solo]]></title>
    <example:episodeType>full</example:episodeType>
    <example:subtitle><![CDATA[Dr. Christopher Bond free solos, but not without a team
]]></example:subtitle>
    <guid isPermaLink="false"><![CDATA[c3115ba6-b883-4f6f-851e-7297dcf9a3a1]]></guid>
    <pubDate>Wed, 26 Feb 20-- 10:00:00 +0000</pubDate>
  </item>
  </channel>
</rss>

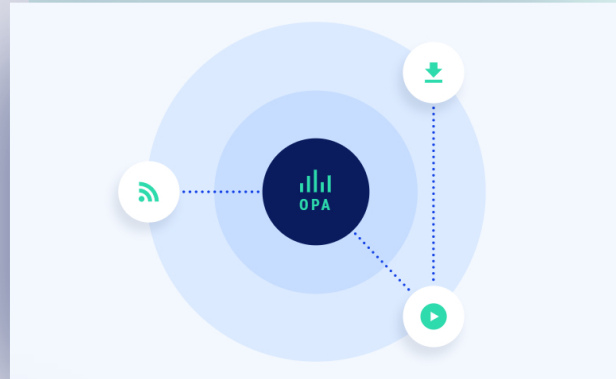
```

## Customizable and Beautiful RSS Feeds Humans Can Actually Use

Control your brand with a podcast RSS feed that is customized to fit your style guidelines. No more lines of machine code. Just a beautiful feed that humans can use.

## In-Depth Podcast Specific Analytics – Powered by OPA (Open Podcast Analytics)

Get advanced podcast analytics with integrated use of Backtracks' OPA technology.



## Don't Lose Your Data – Change Hosting Providers Any Time

Get accurate and consistent analytics no matter how your audio is hosted. Change hosting providers for any reason, at any time, without losing your data.

## In a Nutshell



Accurate & consistent analytics



Change hosting providers without losing data



Get number of RSS subscribers across listening apps



RSS feed themes



Verified analytics



Fraud detection  
and removal



Share access and data  
with advertisers (Coming Soon)



and more

# Get started

Get Switchboard now

## BACKTRACKS

Podcast Analytics  
Podcast Hosting  
Product  
Features  
Pricing  
Company

## RESOURCES

Top Podcasts  
Blog  
Press  
Glossary  
Tools

