

Transforming Calls Into Insights



Get a true picture of your advertising return on investment

Marchex Call Analytics tells you which ads, campaigns and channels are bringing in calls, and which aren't – so you can capture the full return on investment from your advertising. See instantly how your ads are performing with access to real-time call reporting data. Gain valuable insights to help you convert more calls into sales. You can use the results to:

- Optimize campaigns to deliver more calls
- Capture offline conversions from online advertising
- Train your staff on how to convert more calls to sales

Get the reports. See the results.

Access 50 downloadable reports with real-time data you can use to improve your campaigns or use our API to

integrate into your system. Reports give you detailed information on calls, including:

- Call duration
- Call recordings
- Top ZIP codes
- Missed calls
- Repeat calls
- Date and time of call
- Calls by geography
- Calls by channel, source, campaign, ad or keyword

"Using Marchex Call Analytics, we determined 71% of conversions from our search campaigns were via phone, versus only 29% online – as a result we were able to increase our bids and drive 100% more leads."

Stacy Williams, Founder – Prominent Placement

How does it work?



Get the numbers

We'll give you trackable phone numbers (local or toll-free) that you can place into any ad campaign – online, mobile, billboard, TV or wherever else you can place an ad.



Generate phone calls

A consumer sees your ad and responds by making a phone call.



See the results

We'll track your ad campaign's performance and give you a full report.

Why Marchex Call Analytics?

Leading mobile and online ad measurement technology

- Next-generation Call Analytics platform fine tuned for tracking and measuring over-the-phone conversions
- 25+ advanced platform features for Pre-Call / Intra-Call / Post-Call measurement

Unmatched scale and performance

- \$100+ million investment in owned ad network, telephony infrastructure and product capabilities
- 350+ million annual calls through the Marchex Call Analytics platform
- 99.9% uptime

Stability and innovation

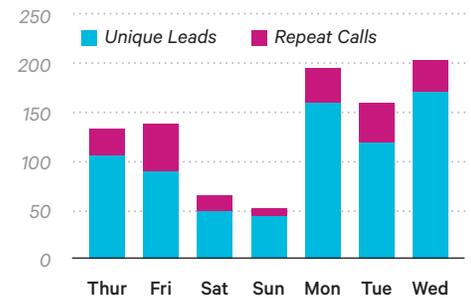
- Profitable, publicly-held company with 100,000+ customers ranging from Fortune 500 to small businesses
- 400+ employees with 50%+ dedicated to product and engineering
- Customer acquisition through the Marchex Call Marketplace on pay-for-call basis

Data integration partners

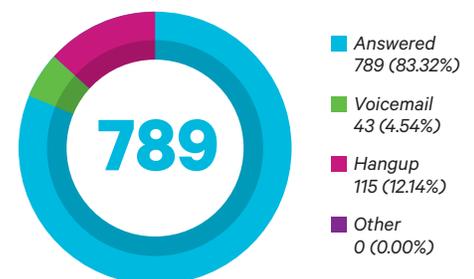
Integrate your data with preferred advertising platform.



Leads Per Day



Calls By Status



Call DNA

