Marchex Call Analytics Clean Call Technology

We block bad phone calls so you can focus on closing new sales

Included in all Marchex products, Clean Call filters the calls that would be a waste of time for your call centers and local agents. Since we introduced Clean Call™ in 2010, this patented technology has blocked tens of millions of unwanted phone calls from telemarketers, auto-dialers, accidental hangups, and spam callers. In 2015, we extended the technology to be the first and only solution to block robocalls **even when the caller ID is "spoofed" or "fake"**.

Marchex Clean Call uses voice stream pattern recognition and machine learning algorithms to identify and block an automated phone call in real-time regardless of its Caller ID. The patent-pending technology is now able to block a new wave of robocalling that is using faked Caller IDs and simulated conversations, silence or music, representing a 306% improvement over Caller ID-based technology.

65 million
calls blocked in 2014

$49 million
estimated cost savings

Using Clean Call, you can:

- **Lower your cost per acquisition by blocking spam calls with Marchex's patented technology.** Clean Call blocks the accidental dials, hang-ups, and auto-dialers that waste valuable time and drive up your cost per acquisition.
- **Stay current on the latest spam call blocking technology with automatic Clean Call updates.** As new methods of spam calls are identified, Marchex's technology team moves quickly to develop solutions and releases feature enhancements automatically.
- **Save call center costs incurred from answering unwanted calls.** Clean Call blocks the accidental dials, hang-ups, and auto-dialers that lead to lost productivity and telephony costs.

Applying this patented technology to your ad-driven phone calls will save time and focus efforts on real callers. Contact us at market-dev@marchex.com to learn more and set-up a product demo.

Clean Call helps block all major sources of call spam

Seasonal trends
These calls can include political, polling, and other non-telemarketing robocalls. We estimate 1.5 billion calls during the presidential elections alone.

Robocalls by auto dialers
Caller ID is often "spoofed" for robocalls. Spam calls are growing – 150% increase from 2012-2015.

Accidental dials
15% of call tracking numbers receive accidental or misdials due to previous ownership or assignment of the number.

Fax spam
Fax machine spammers churn through a large volume of numbers, seeking to connect with other fax machines and send advertisements.

Toll-free number pumping
On the rise, this spam tactic artificially generates calls to toll free telephone numbers, often with the use of Caller ID spoofing.

Emerging new tactics
Spammers continue to evolve, using new tactics to try to hide spam calls, such as silence, noise, and music.