

**MARCHEX CALL TRACKING**

Transforming calls into insights

Get a true picture of your advertising return on investment

Marchex Call Tracking 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:

- Identify which campaigns deliver the most calls
- Understand which call centers or store locations are driving the most call volume
- Reduce cost by blocking calls from telemarketers, auto-dialers and spam callers

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



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 Tracking?

Leading mobile and online ad measurement technology

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

Unmatched scale and performance

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

"Using Marchex Call Tracking, we determined 71% of conversions 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

Stability and innovation

- Publicly-held company with 100,000+ customers ranging from Fortune 500 to small businesses
- 250+ employees with 50%+ dedicated to product and engineering

Learn more at [Marchex.com](https://marchex.com)
or call 800.914.7872