

**MARCHEX CLEAN CALL TECHNOLOGY**

# Block bad phone calls; focus on closing new sales

## Advanced filtering technology

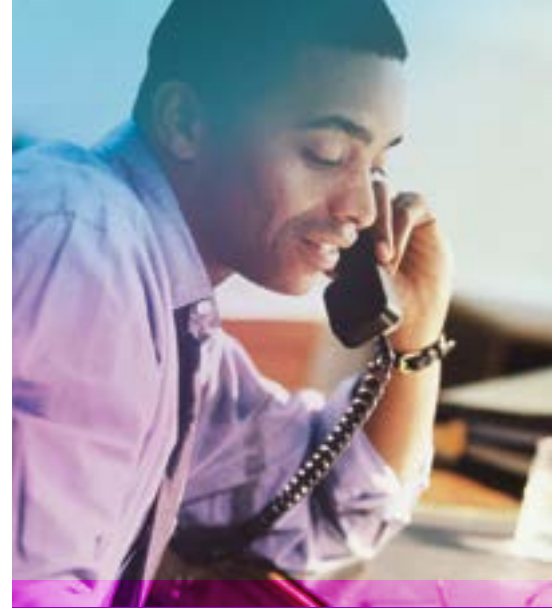
Included in all Marchex products, Clean Call filters the calls that would be a waste of time for your call centers and local agents. This patented technology blocks millions of unwanted phone calls from telemarketers, auto-dialers, accidental hangups and spam callers. It is the only solution to block robocalls even when the caller ID is "spoofed" or fake.

## 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 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.

## How it works

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 CallerID-based technology. Applying this patented technology to your ad-driven phone calls will save time and focus efforts on real callers.



## Clean Call helps block all major sources of call spam:

### Seasonal trends

- Political, polling and other non-telemarketing robocalls spike significantly during the presidential elections.

### Robocalls by auto dialers

- Caller ID is often "spoofed" for robocalls.

### 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 numbers attempting to send advertisements to other fax machines.

### Toll-free number pumping

- Calls are artificially generated to toll free numbers, often using Caller ID spoofing.

### Other tactics

- Silence, noise and music are used to hide spam calls.