

**MARCHEX OMNICHANNEL ANALYTICS CLOUD**

# Maximize customer conversions from your phone calls by optimizing your media spend across every channel

## Challenges when customers go offline

Most marketers know exactly how to target customers online. But what happens when the customer goes offline and you rely on the phone ringing to convert them into a customer?

- With potential customers moving seamlessly across online and offline channels, businesses have a difficult time investing in the right media because they don't have the call data that ties the result of the call back to their marketing.
- This situation gets even more complex when customers are interacting with a brand across multiple paid media channels such as search, website, social, and display and video channels.
- An omnichannel media strategy requires a solution that can help marketers shift their efforts to the optimal paid media channel based on what prospects are responding to most when they pick up the phone.

Marchex Omnichannel Analytics Cloud helps optimize your marketing budgets and spend across all your paid media channels—search, display and video, social, and websites—to deliver insights into which media channel ultimately drove the phone call. You can then optimize your marketing spend and focus on reaching more of these customers faster than your competition.



### Marchex Omnichannel Analytics Cloud helps you:

- Understand where and how customers are engaging with you so that you can concentrate your campaign efforts to the right media that's working.
- Integrate across all of your omnichannel dashboards, social feeds, bid management platforms, and analytics engines to provide the most complete picture of your marketing results across the digital footprints your customers are leaving before they move offline.
- Optimize your marketing spend to double-down on the channels that are converting and target the right audience in the right place to pick up the phone and convert into a customer.

## Omnichannel Analytics Cloud integration

Marchex Omnichannel Analytics Cloud provides integration with your marketing attribution software such as VisualIQ and ConversionLogic and insight across all of your paid media channels.

## Omnichannel features

### Search

Quickly uncover which paid keywords are driving offline phone calls by tracking and measuring which keywords drive conversions from customers who call directly from call extensions and landing pages on your ads. You'll get all this rich data integrated in your bid management platform.

### Integrated Partners



### Display & Video

Connect offline phone calls with display and video impression data. By integrating Google DoubleClick Campaign Manager, you'll get view-through call conversion insights for each display tactic in real time.



### Social

Optimize your social media strategy to generate more phone calls by connecting every social media engagement on platforms like Facebook and Instagram with a phone call in real time so you don't have to wait and see which posts are working.



### Site

Get a complete view of your customer's journey and discover which customer interactions and which marketing channels drive offline phone calls from your website while getting easy access to this data in your web analytics platform.



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