

MARCHEX CALL MARKETPLACE FOR ADVERTISERS

Drive more qualified calls to your business

Overview

Marchex has developed a performance-based mobile ad network for advertisers who want high-intent phone calls from prospective new customers. Marchex Call Marketplace brings together top consumer brands with well-matched publishers who have been hand-picked and vetted for performance and quality. By providing an end-to-end solution that combines an analytics-enabled ad network with customized consulting expertise, Marchex makes it quick and simple for advertisers to onboard and start receiving qualified new customer calls. Join the top agencies and brands across key industries such as insurance, telecom, legal, and professional and home services, who are already benefiting from the Marchex Call Marketplace.



“Marchex allows us to reach new mobile advertising channels with phone calls that actually convert. We've seen a 39:1 return on ad spend with Marchex, and new bookings continue to increase.”

InterContinental Hotels Group

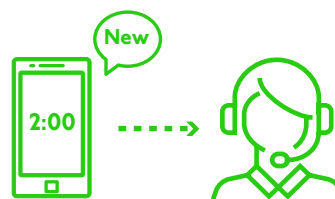
How it works



1. Company sets parameters for success such as call duration or callers self-identifying as a “new customer.”



2. Marchex team runs ad campaigns on Marchex Call Marketplace to drive phone calls for the company.



3. Inbound calls are filtered with Marchex Clean Call[®] spam blocker, and based on responses using the Marchex Interactive Voice Response (IVR) system, qualified calls are routed to the company's call center.



4. The company only pays for qualified calls.

Marchex Call Marketplace benefits

Marchex Call Marketplace brings together vetted publishers and Marchex technology to conduct targeted campaigns that result in high-quality leads, typically at a cost lower than the customer achieves on their own.

Performance-based media

Top-tier, vetted publishers in the Marchex Call Marketplace ensure your ads appear to high-intent consumers, helping you acquire new customers while lowering acquisition costs.

Campaign optimization

Marchex manages your campaigns in real time, so you can test ads and allocate media budget to higher-performing channels.

End-to-end solutions

Easily and quickly onboard to immediately start receiving qualified calls.

Features

- Single point of contact for exclusive Marchex and preferred partner ad inventory
- Dedicated account team
- Optimized phone calls to drive conversions and increase ROI
- Built on a real-time API to deliver the right calls to the most relevant customers
- Marchex Business Listing API for serving local listings
- Marchex Clean Call™ for call filtering
- Marchex Call DNA® for call scoring
- Interactive voice response (IVR) call routing system to qualify customer intent
- Call recording for advertisers

RESULTS

165%↑

Increase in new subscriptions

196%↑

Increase in new customer sales calls

259%↑

Increase in total calls delivered

Marchex customer and major national provider of wireless voice, messaging, and data services, offers services to over 293 million Americans.

170%↑

Increase in new quotes



Additional inbound calls with the highest intent to convert

\$700,000



Additional revenue from new quote conversions during campaign time frame

A leading provider of insurance products and financial services with thousands of agents across the U.S. relies on phone calls to drive new business.



Marchex Call Marketplace is helping companies identify opportunities to gain new customers, improve the customer experience, and reduce costs.