

MARCHEX CALL MARKETPLACE—ADVERTISER

Increase qualified calls from mobile consumers

Overview

Marchex has developed a mobile ad network for advertisers who want incremental calls from prospective new customers, while lowering their cost per acquisition. 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 brands already benefiting from the Marchex Call Marketplace, including ADT and InterContinental Hotels Group (IHG).

Lower your cost per acquisition

When you pay for a click-to-call ad, you want it to deliver only qualified calls to your call center. Calls that include accidental dials, hang-ups, and auto-dialers will waste valuable time and drive up your cost per acquisition. Top brands trust Marchex Call Marketplace to integrate their conversion data with Marchex's call analytics platform and pay-per-call expertise to generate high-intent new customer calls while lowering the cost per acquisition:

- Clean Call™ technology blocks up to 90% of telemarketers, autodialers, and other spam callers.
- A dedicated account team will use call tracking data and your call centers' conversion data to focus your budget on the best performing ad inventory.
- Marchex's pay-per-call model ensures you don't pay for the clicks and impressions that don't generate qualified calls from prospective new customers.



FEATURES

- Inventory of ads from vetted publishers with a pay-per-qualified-lead model
- Single point of contact for exclusive and preferred ad inventory
- Dedicated account director
- Customized performance reports
- Advertisers' conversion data to drive optimization
- Unique phone numbers for call tracking
- Marchex real-time API for serving relevant ads based on selected criteria
- Marchex Business Listing API for serving local listings
- Marchex Clean Call™ for call filtering
- Marchex Call DNA® for call scoring
- IVR for call routing and qualifying consumer intent
- Call recording for advertisers
- Repeat callers within a 72-hour window are not billed
- Industry research and custom analysis by the Marchex Institute

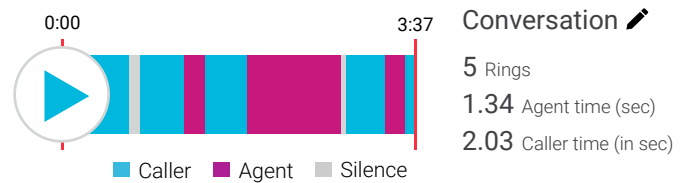
Optimize your response to callers

After a Marchex campaign delivers high-intent callers to your call center, follow through with an optimized call center workflow. With web-based reports, you can analyze and improve the results from ad-driven calls by reviewing individual and aggregated call outcomes, listening to call recordings, and visualizing call patterns. Plus, you can use the aggregate data to review campaign results and support campaign management decisions.

- The Call DNA® feature assigns call types at scale, including IVR abandons and hold time abandons.
- The Marchex Institute shares proprietary industry reports and quarterly custom analysis for clients.
- Call recordings are available as needed.

"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 Hotel Group



Save time with an end-to-end solution

Your time is valuable and resources are stretched. With Marchex, advertisers have access to a dedicated team and the technology needed to effectively manage pay-per-call campaigns across multiple channels. Marchex provides a single point of contact to reach a marketplace of high quality publishers—including exclusive and preferred ad placements on voice directory assistance, and preferred inventory on the largest online and mobile directories.

Marchex's technology covers the full pay-per-call process, from generating tracking phone numbers to ad serving to conversion reporting. To make it easy to get started, you'll have direct access to a dedicated Account Director. On average, advertisers start receiving calls from a new Marchex Call Marketplace campaign within 5 business days after ad assets and approvals are received.

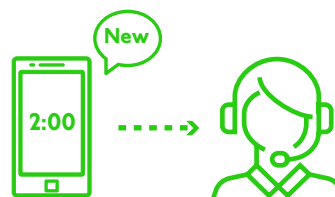
How it works



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 customer.



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



4. The company only pays for qualified calls.