



Connect with more clients

Increase clientele by increasing high quality calls

Agencies and directories in the legal industry rely on Marchex to find new clients. One of the largest legal directories in the U.S. has increased net new client volume and reduced cost-per-acquisition by leveraging the Marchex Call Marketplace.

The growth in qualified leads allowed this brand to increase the number of attorneys in their network and, in turn, drive additional value for those attorneys, reducing churn in their membership base.

Marchex call technology and services can provide deep insights into who called, why they called and what made them convert, helping your legal agency grow your client base, and add clients for members.

Find more clients with the budget you already have

Optimizing inbound phone calls can help legal agencies get more calls from new clients within their existing marketing budget. Marchex helps connect media to calls so you can see what channels are working. By understanding why people call, you can field calls appropriately, and reach more clients.

The best brands in the legal industry use Marchex to find their best customers.

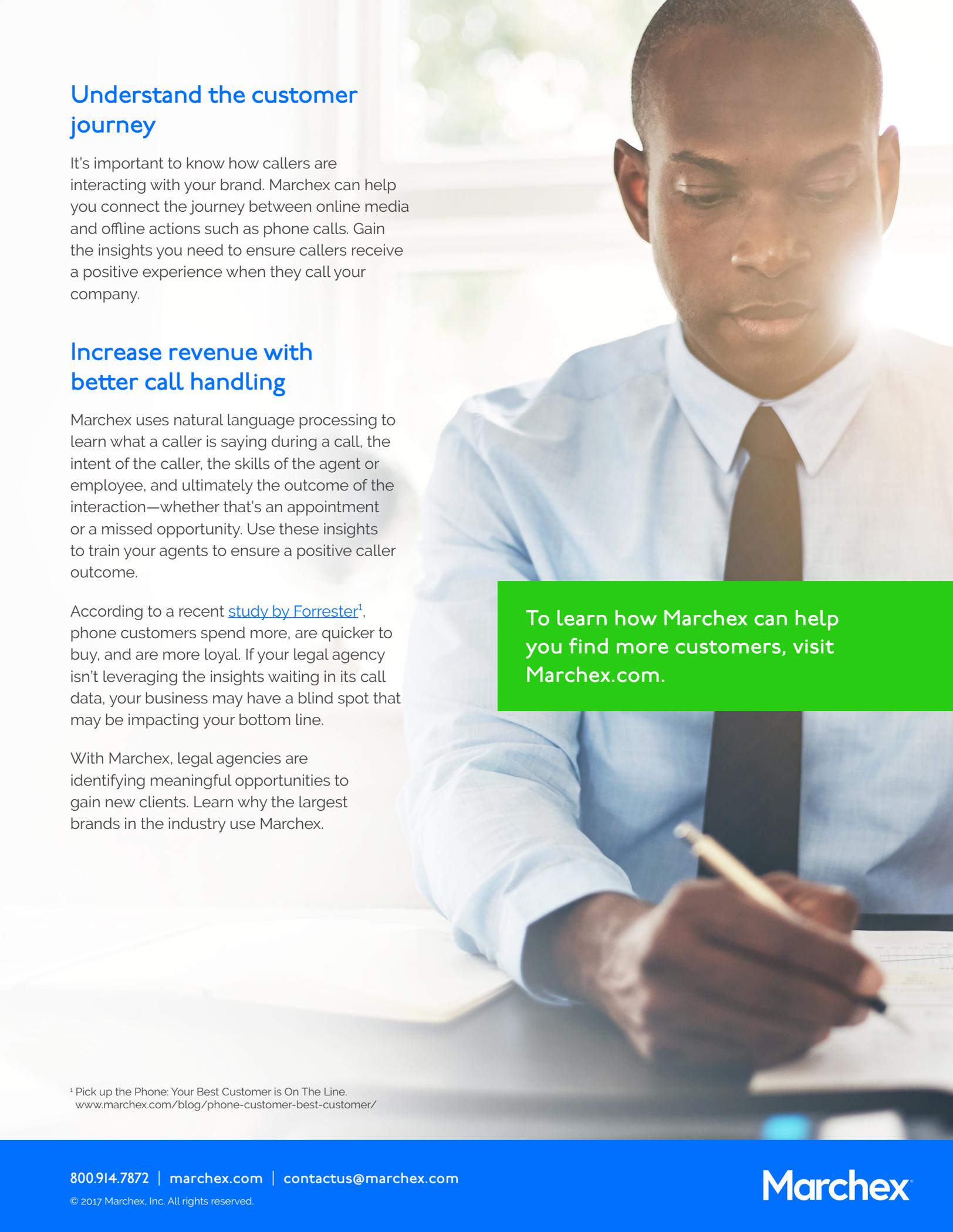
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Understand the customer journey

It's important to know how callers are interacting with your brand. Marchex can help you connect the journey between online media and offline actions such as phone calls. Gain the insights you need to ensure callers receive a positive experience when they call your company.

Increase revenue with better call handling

Marchex uses natural language processing to learn what a caller is saying during a call, the intent of the caller, the skills of the agent or employee, and ultimately the outcome of the interaction—whether that's an appointment or a missed opportunity. Use these insights to train your agents to ensure a positive caller outcome.

According to a recent [study by Forrester](#)¹, phone customers spend more, are quicker to buy, and are more loyal. If your legal agency isn't leveraging the insights waiting in its call data, your business may have a blind spot that may be impacting your bottom line.

With Marchex, legal agencies are identifying meaningful opportunities to gain new clients. Learn why the largest brands in the industry use Marchex.

To learn how Marchex can help you find more customers, visit Marchex.com.

¹ Pick up the Phone: Your Best Customer is On The Line.
www.marchex.com/blog/phone-customer-best-customer/