

# Your best customers are calling

Do you know what happens next?



Getting insight from your incoming phone calls is not easy. If your business relies heavily on phone calls to drive sales, one of the most persistent challenges is finding out what happened on the call, not just who is calling.

Plenty of solutions provide data on call time, location and duration, but that's only part of the picture. If you want to improve customer experience and increase sales, you need data that can help you analyze the context and quality of conversations.

Marchex speech technology provides detailed call analytics to agencies, marketers and sales operations teams so they can ensure that their agents, stores and franchisees are handling calls successfully and maximizing revenue opportunities.

"Utilizing Marchex (speech analytics technology) like the Lost Opportunities Report allows TWO MEN AND A TRUCK® to quickly identify what areas of our marketing are working. These same tools allow us to more efficiently coach and train our staff to meet our customers' expectations. In short, better phone leads with higher opportunity for conversion."

**Caleb Williams**, Marketing Innovation Manager



## AGENCIES AND MARKETING TEAMS

Improve the ROI of your marketing spend using insights from customer conversations.

## SALES TEAMS

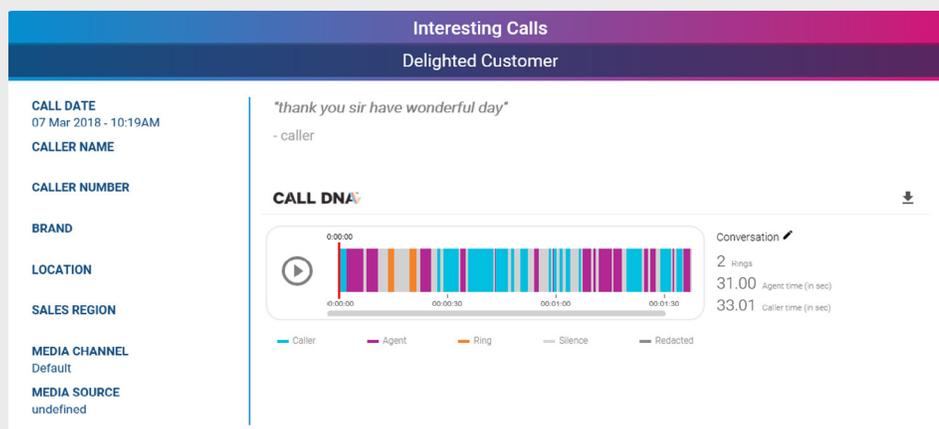
Increase conversion rates and revenue using intelligence gleaned from customer conversations and contextual call routing.

The Executive Overview Dashboard gives the C-Suite and line of business owners the ability to easily identify trends that indicate overall business health.



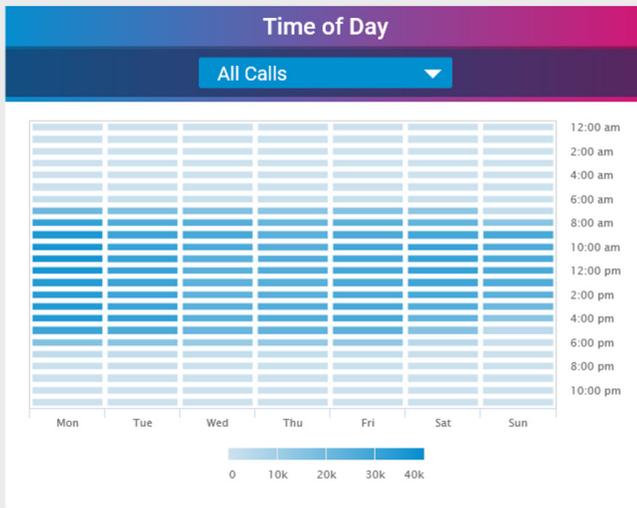
## Trend Chart

The Trend Chart helps optimize media and keyword strategies with insights from high intent and lost opportunity customer calls.



## Interesting Calls breakout

Powered by Call DNA®, the Interesting Calls breakout uses a sophisticated algorithm to highlight your most interesting customer conversations, from delighted to disgruntled.



## Time of Day chart

The Time of Day chart provides companies a consolidated, zoomed-in view of customer conversations by day and down to the hour.

All Calls	
<b>LOCATION - TOP FIVE</b>	
	Count
Darlene M. - District 1	89,597
Matthew J. - District 15	9,943
Erin M. - District 10	3,167
Natalie A. - District 12	2,979
Nicole S. - District 7	2,647
<b>LOCATION - BOTTOM FIVE</b>	
	Count
Justin D. - District 2	30
Scott M. - District 5	30
Drew A. - District 6	33
Jennifer T. - District 4	33
Tony S. - District 6	33

## Leaderboard

Use the Leaderboard to capture top and bottom sales performers across KPIs like percentage of deals closed, upsell and cross-sell conversions and sales lift.

Location	TOTAL CALLS	LOST OPP CALLS	LOST OPP RATE	HIGH INTENT CALLS	HIGH INTENT RATE	AVG AGENT SCORE
National	91,338	42,047	46%	9,655	11%	49%
District 1	10,065	5,329	53%	400	4%	30%
District 2	1,891	534	28%	716	38%	42%
District 3	1,879	513	27%	788	42%	44%
District 4	1,878	239	13%	1,025	55%	51%
District 5	1,863	288	15%	807	43%	40%
District 6	1,862	349	19%	571	31%	32%
District 7	1,835	355	19%	657	36%	40%
GRAND TOTAL	2,145,578	388,123	18%	845,330	39%	39%

## Call Table

The Call Table displays an aggregated roll-up of all call metrics in a single view, tying business metrics together in ways that grow revenue and accelerate ROI.



## Lost Opportunities dashboard

Get an at-a-glance view of call volume and, more importantly, the reason calls were not completed. With deeper insights like this, you can reveal new retargeting opportunities that you can build into your sales funnel or use to help develop messaging to proactively address customer concerns.

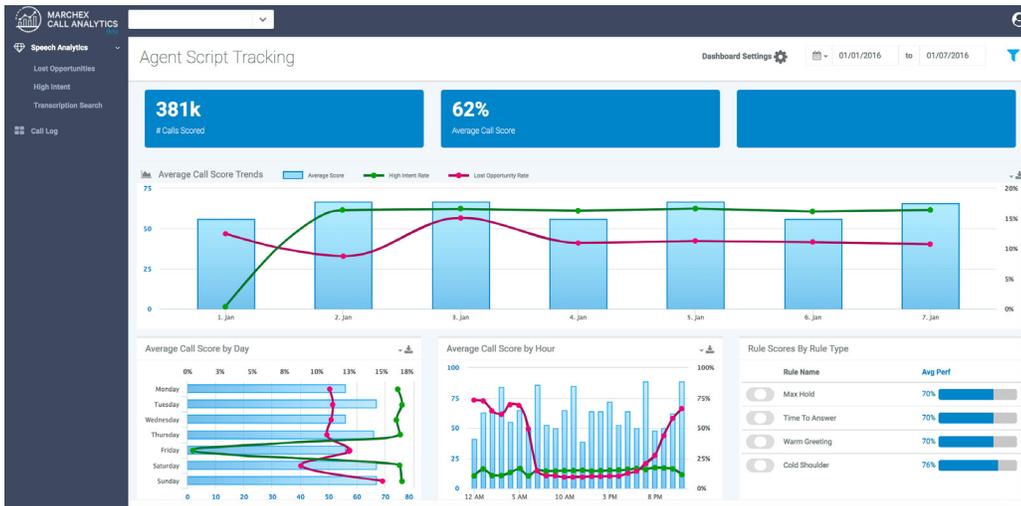
This data helps address call handling guidelines, adjust media placement and timing and track long-term progress and trends. Marketers and sales ops can then filter this data by time, location and other factors to address specific issues.



## High-Intent dashboard

Identify callers with a strong inclination to buy based on pre-configurable keywords that indicate high intent in the conversation such as "appointment" or "in stock now." This ensures your marketing is driving high intent calls, and know whether they result in a conversion.

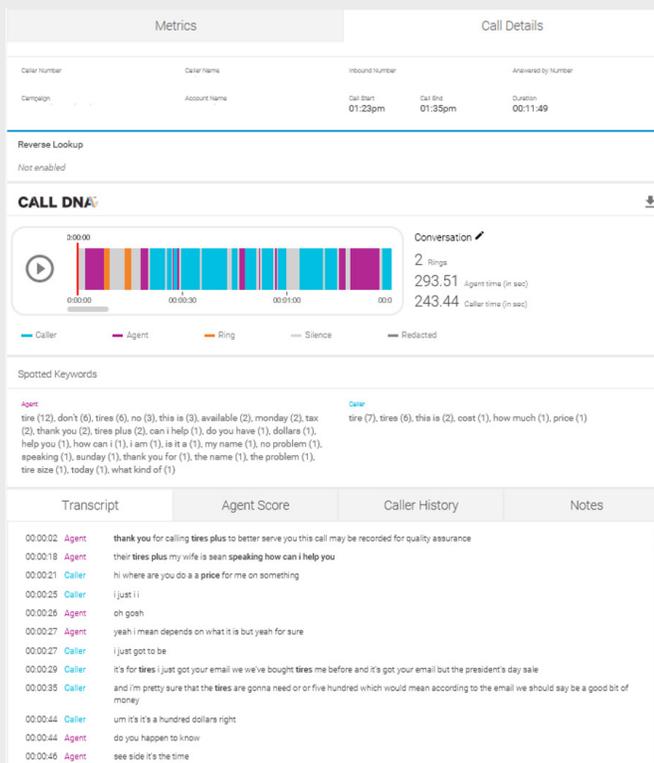
If the call did not result in a conversion, marketers can use information to learn why before programmatically retargeting customers via other marketing channels at a fraction of the cost.



## Agent Script Tracking dashboard

Pinpoint high-performing scripts and the agents who use them to close more calls. Then automate secret shopping to identify agent, store or franchisee call-handling challenges, best practices and behaviors that separate high and low performers.

Marketers can use these insights to tailor audience-specific messages that generate high-intent leads, and sales ops can train agents to be more effective at converting valuable, revenue-generating customers.



## Transcription Search dashboard

Rapidly respond to new customer trends and needs by searching call transcripts for mentions of special offers or product issues which might be uttered outside of a scripted conversation.

Through Marchex's proprietary Call DNA technology, you'll get a visualization of all your conversations as well as automated classifications for calls that go unanswered or abandoned due to long hold times; incorrect transfers; or interactive voice response (IVR) errors.

# Marchex Call Analytics Packages

<b>Essential</b> Know which marketing strategies generate inbound calls	<b>Conversation</b> Understand your customers' intent and phone call experience	<b>Media</b> Actionable insights into your paid media and website performance	<b>Ultimate</b> Measure and optimize your marketing and sales across every channel
<i>For Marketing Teams</i>	<i>For Marketing or Sales Teams</i>	<i>For Marketing Teams</i>	<i>For Marketing or Sales Teams</i>
Basic Call Tracking	Advanced Call Tracking	Advanced Call Tracking	Advanced Call Tracking
	Speech Analytics	Omnichannel Analytics	Speech Analytics
		Data Integrations	Omnichannel Analytics
			Data Integrations
			Audience Targeting
	<b>Conversation Enterprise Edition also includes:</b>	<b>Media Enterprise Edition also includes:</b>	<b>Ultimate also includes:</b>
	Enterprise Assurance	Enterprise Assurance	Enterprise Assurance
	Success Assurance	Success Assurance	Success Assurance
	Advanced Speech Analytics	Advanced Omnichannel Analytics	Advanced Speech Analytics
			Advanced Omnichannel Analytics

# Marchex Call Analytics Features

Call Tracking Track phone calls as accurately as clicks.	Essential	Conversation	Media	Ultimate
<b>Local and Toll-free Call Tracking Numbers</b> Included call tracking numbers can be local, toll-free, or a combination of local and toll-free.	✓	✓	✓	✓
<b>I:I Dynamic Number Insertion Attribution (I:I DNI)</b> A single number on web page or website can be replaced by a single Marchex number when a defined condition is met. Multiple rules can be setup to do 1:1 replacement for distinct numbers on your website.	✓	✓	✓	✓
<b>Basic Call Routing</b> Route inbound calls to a different forward-to number or different locations based on user input or time information.	✓	✓	✓	✓
<b>Contextual Call Routing</b> Automatically route calls based on key contextual attributes such as: time of day, caller location, campaign or channel that drove the call, store, agent, call center and more.		✓	✓	✓
<b>Interactive Voice Response (IVR)</b> Create interactive voice response paths featuring pre-recorded voice responses for appropriate situations, keypad signal logic, access to relevant data, and the ability to record voice input for later handling.	✓	✓	✓	✓
<b>Clean Call® Caller ID Spam Protection</b> Your Marchex solution is call spammers' greatest enemy. Our patented Clean Call - Caller ID technology identifies and blocks more than 90% of phone calls from telemarketers, auto-dialers and spam callers. It detects unwanted call patterns based on observed traffic patterns via caller ID and utilizes a penalty-based system to prevent tens of millions of inbound spam calls.	✓	✓	✓	✓
<b>Call Recording</b> Calls are automatically recorded and can be easily played back (optional).		✓	✓	✓
<b>Call Tagging</b> A listener can assign data tags to manually classify the call while listening to a call playback.		✓	✓	✓
<b>Whisper Message</b> Hear a private message with important information about the caller at the beginning of a call.		✓	✓	✓
<b>Email Alerts</b> Receive email alerts for calls successfully connected from an ad campaign or when those calls are missed.		✓ <sub>e</sub>	✓ <sub>e</sub>	✓

<b>Speech Analytics</b> Convert more callers into customers using actionable intelligence from every call.	Essential	Conversation	Media	Ultimate
<b>Call Transcription</b> Call conversations are automatically converted into full-text transcripts that are readable and searchable.		✓		✓
<b>Keyword Spotting</b> Marchex automatically scores customer conversations in real-time, identifying those calls that lead to more conversions. Marketing and sales leaders can correlate these insights with strategies for optimizing media spend, and providing highly personalized customer experiences.		✓		
<b>Transcript Mining/Searching</b> Rapidly full-text search through multiple transcripts in real time to identify trends and patterns and discover actionable insights.		✓		✓
<b>Intelligent Call Classification (High Intent, Lost Opportunity)</b> Marchex's patented Call DNA® technology automatically scores and tags calls by type of outcome, such as High Intent, Lost Opportunity and Department. Only Marchex can automatically classify all your calls in real time, at scale.		✓		✓
<b>Executive Overview</b> Get a comprehensive, real-time roll-up of speech analytic data on demand. Business leaders can quickly and easily track KPIs that account for employee performance and operational realities.		✓		✓
<b>Sentiment Analysis</b> Call conversations are analyzed and classified by caller sentiment, so you can easily track customer sentiment and identify potential customer churn before it happens. Only Marchex can automatically measure the sentiment of all your calls in real time, at scale.		✓ <sub>e</sub>		✓
<b>Agent Script Tracking</b> Enter an agent call script and track how your agents perform against script guidelines. Take your <i>secret shopper</i> operation to an entirely new level by automating <i>secret shopper</i> intelligence for every call, whatever the scale of your business.		✓		✓
<b>Transcription Redaction</b> Automatically remove credit card and social security numbers from call transcriptions for extra security and privacy.		✓		✓
<b>Audio Redaction</b> Automatically remove credit card and social security numbers from call recordings for an even higher level of security and privacy.		✓ <sub>e</sub>		✓

Speech Analytics <i>Continued</i>	Essential	Conversation	Media	Ultimate
Convert more callers into customers using actionable intelligence from every call.				
<b>Clean Call® Caller ID Conversation SPAM Protection</b> Your Marchex solution is robocallers' greatest enemy. Our patented Clean Call—Conversation technology prevents robocalls from reaching you by analyzing the call audio in real time to detect known robocall call signatures. It is immune to Caller ID spoofing.		✓		✓

Omnichannel Analytics	Essential	Conversation	Media	Ultimate
Connect your digital media to what makes the phone ring.				
<b>Multi-number Dynamic Number Insertion Attribution (Multi-number DNI)</b> Assign phone numbers from a rotating pool to media placements and capture a variety of web attributes. Typically used to uniquely attribute a call to a search keyword that drove the call from a landing page or website visit. Also used to tie platform identifiers to calls for the purposes of integration with Adobe and/or Google..			✓	✓
<b>Click-to-Call Attribution (100% keyword-level attribution)</b> Overcome Google call extension attribution blind spots by attributing them back to a media source without requiring a unique CTN per media source. This data is pushed into the bid management platform of your choice.			✓ <sub>e</sub>	✓
<b>High-Intent Call Classification</b> Functionality that detects signals that indicate high intent on the part of the caller and is pushed to your bid management platform (BMP) or viewed in the call analytics dashboard.			✓	✓
<b>Sales Data Ingestion (aka, Sales Matching)</b> Marchex can ingest your sales data and match media spend to provide complete attribution at the keyword level.			✓ <sub>e</sub>	✓
<b>Facebook Attribution</b> Attribute a call indirectly to a Facebook ad previously viewed. You can use this information to calculate and improve the ROI of your Facebook ad spend.			✓ <sub>e</sub>	✓
<b>Display Ad Attribution</b> Attribute a call indirectly to a display ad previously viewed to understand online-to-offline consumer behavior. Powered by machine learning, the Marchex Audience Graph (MAG) is a proprietary data set of first party offline cookies based on mapping desktop cookies and/or mobile IDs (DFA/GAID) to anonymized phone numbers.			✓ <sub>e</sub>	✓

<b>Audience Targeting</b> Use call data to retarget high-intent callers.	Essential	Conversation	Media	Ultimate
<b>Facebook Audience Targeting</b> Activate your call data to support audience creation, segmentation, modeling, media planning, distribution and personalized user experiences. Create look-alike audiences based on your best customers and suppress audiences as needed.				✓

<b>Integration</b> Expand visibility into your marketing ROI by easily integrating Marchex call outcome data with the enterprise marketing tools of your choice.	Essential	Conversation	Media	Ultimate
<b>Google Analytics</b> Send call outcome data from a Marchex ad campaign's call tracking number to Google Universal Analytics at the beginning and/or end of every call.			✓	✓
<b>Adobe Analytics</b> Send call outcome data to Adobe Analytics about every call from your website that is tracked by Marchex.			✓	✓
<b>Adobe Workbench</b> Send call outcome data to Adobe Workbench about every call that came from your website that is tracked by Marchex. This integration also allows you to send additional information about the call, such as high intent or actual sales data, if available.			✓ <sub>e</sub>	✓
<b>Search Bid Management Platforms</b> Marchex seamlessly integrates call data at keyword level with a leading bid management platform of your choice: DS3, Kenshoo, Marin or Adobe Media Optimizer.			✓	✓
<b>Robust API Suite</b> Extend the power of Marchex analytics and automation into any system.		✓	✓	✓

<b>Enterprise Assurance</b> Enterprise-class availability, scalability, security and priority monitoring from our 24/7/365 Systems Operations Center.	Essential	Conversation	Media	Ultimate
<b>Availability</b> Marchex Call Analytics combines geographically diverse data centers with integrations with leading carriers to ensure critical system redundancy so that your calls are connected and your agent teams can focus on closing business 24/7/365.		✓ <sub>e</sub>	✓ <sub>e</sub>	✓
<b>Scalability</b> Enterprise-class scalable architecture, designed over years of serving the largest brands in the United States, leverages elastic computing capacity to meet the needs of rapid growth and variable call volume.		✓ <sub>e</sub>	✓ <sub>e</sub>	✓
<b>Security</b> Enterprise-class multi-layered information security program to ensure the safety of your data.		✓ <sub>e</sub>	✓ <sub>e</sub>	✓
<b>Priority Monitoring</b> Enterprise-class priority monitoring by Marchex Systems Operations Center staff of the operational status and uptime of our computing infrastructure, carrier integrations and core Marchex services 24/7/365.		✓ <sub>e</sub>	✓ <sub>e</sub>	✓
<b>Premier Support Available</b> For enterprises with critical support requirements that need to be able to wake up account teams and engineers, Marchex offers Premier Support which provides 24/7/365 response to critical systems issues.		✓ <sub>e+</sub>	✓ <sub>e+</sub>	✓ <sub>+</sub>

<b>Success Assurance</b> Guided expertise developed from years as the industry leader to ensure that you get the most out of your Marchex Call Analytics solution.	Essential	Conversation	Media	Ultimate
<b>Client Success Manager (CSM)</b> Marchex assigns a client success manager to oversee your account and help you achieve your call analytics goals.		✓ <sub>e</sub>	✓ <sub>e</sub>	✓
<b>Campaign Management</b> Your Marchex CSM will orchestrate your campaign management services on your behalf.		✓ <sub>e</sub>	✓ <sub>e</sub>	✓
<b>Jumpstart Onboarding</b> Your Marchex CSM will guide you through the onboarding process to set you up for success.		✓ <sub>e</sub>	✓ <sub>e</sub>	✓
<b>Training</b> Your Marchex CSM will provide training to help you make the most of your call analytics solution.		✓ <sub>e</sub>	✓ <sub>e</sub>	✓

e = available only in Enterprise Edition + = additional fees apply