

# Drive sales and service calls by optimizing the phone experience

## Automotive agency challenges

As an automotive marketing agency, you need to constantly demonstrate value by tying your services back to what really matters: sales. After all, that's what dealerships really care about—not clicks or impressions. At Marchex, we help auto agencies showcase and defend their services to prove more appointments are being booked and more cars are being sold.

According to a [recent report by Forrester](#), phone customers spend more, are quicker to buy and are more loyal.<sup>1</sup> But when The Marchex Institute researched phone call data for the top 16 automotive brands across multiple metrics, the data showed that **19 percent of calls to automotive businesses go unanswered or are abandoned before connecting with an agent.** And calls that are answered are often mishandled, with sales reps failing to schedule an appointment.

With Marchex, automotive agencies can prove that their services are driving more car sales and service appointments. We help agencies bridge the gap by attributing these valuable phone calls back to the marketing spend that drove them. Agencies can also use this data to help their dealer clients improve inbound call servicing, positioning the agency as an auto industry expert.



Automotive agencies use Marchex to help clients get deeper insights from inbound calls.



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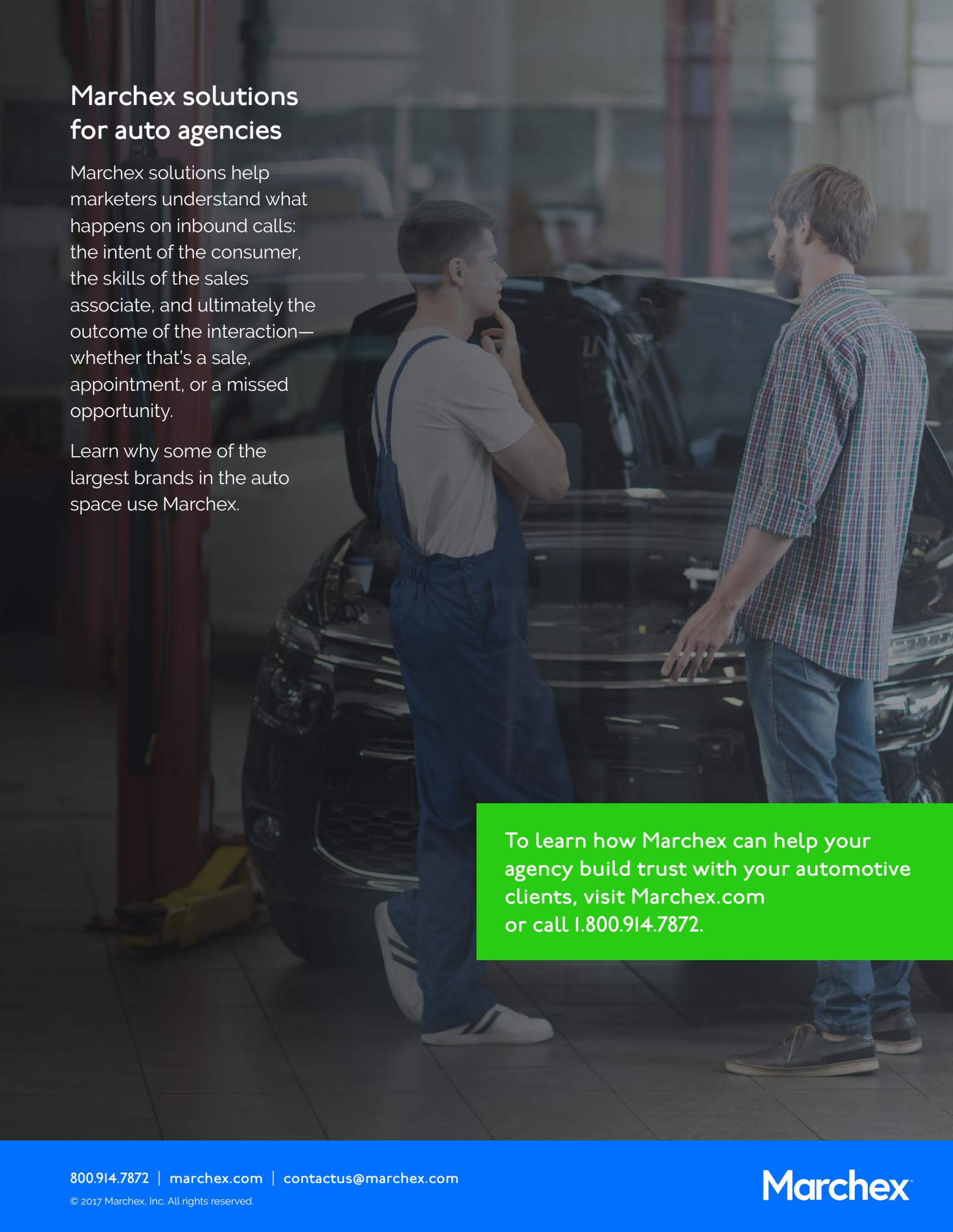


<sup>1</sup> Forrester: Pick up the Phone: Your Best Customers are Calling ([www.marchex.com/blog/phone-customer-best-customer/](http://www.marchex.com/blog/phone-customer-best-customer/))

## Marchex solutions for auto agencies

Marchex solutions help marketers understand what happens on inbound calls: the intent of the consumer, the skills of the sales associate, and ultimately the outcome of the interaction—whether that's a sale, appointment, or a missed opportunity.

Learn why some of the largest brands in the auto space use Marchex.

A photograph of a mechanic in blue overalls and a white t-shirt talking to a customer in a plaid shirt in a car dealership. The mechanic is on the left, gesturing towards the car. The customer is on the right, looking at the car. The background shows a car lift and other vehicles in the shop.

To learn how Marchex can help your agency build trust with your automotive clients, visit [Marchex.com](https://marchex.com) or call 1.800.914.7872.