

Help your clients convert more customers

Connect calls to every media channel to deliver actionable insights.

Digital agencies need to justify how well their ad buys are performing for their clients. Take one Marchex digital agency customer who was tasked with running search campaigns using non-brand keywords for their hotel client.

Quantifying the value of this program was a challenge. With Marchex, the agency gained visibility into their calls at the keyword level and was better able to optimize ad spend. In addition, Marchex pushed the data directly into the agency's bid management platform, DoubleClick, to take advantage of automated bidding. The agency tripled their return on investment (ROI) by partnering with Marchex.¹

Marchex call analytics technology and services can provide deep insights into who called, why they called and what made them convert, helping your digital agency drive more customer leads and revenue for your clients.

Win more pitches

Set your digital agency apart with the solution that helps you find and convert more of your clients' best customers. Marchex helps connect calls to media, offering your client full transparency into their call data to provide actionable insights for better results.



Digital agencies rely on Marchex to help their clients drive new customer calls, identify where calls originate, and learn the outcome of these calls.



WPP Group plc



¹ Data was provided by the Client's Agency, 2016.

Wow clients

Show clients how many calls were driven, who initiated the calls, why they called, and—most importantly—what happened during and after the call. These insights can drive strategic action, whether reallocating marketing spend to high-performing channels, optimizing call scripts, or identifying top-performing agents to share their best practices.

Improve margins

Optimize marketing campaigns to drive more quality calls while lowering acquisition costs.

According to a recent [study by Forrester](#),² phone customers spend more, are quicker to buy, and are more loyal. If your digital agency isn't helping your clients leverage the insights waiting in their call data, your campaigns have a blind spot that may be impacting your clients'—and your—bottom line.

With Marchex, your digital agency can help your clients identify meaningful opportunities to attract and retain high-intent customers and improve the customer experience. Learn why the largest agency brands in the industry use Marchex.

To learn how Marchex can help your digital agency improve client satisfaction, visit [Marchex.com](https://marchex.com).

² Forrester: Pick up the Phone: Your Best Customer is on the Line (www.marchex.com/blog/phone-customer-best-customer/)