

TELCO

Marchex

# Find more of your best customers

**Lower new customer acquisition costs and improve agent performance.**

The largest telco brands use Marchex to attract high-intent customers—and here's why. A major nationwide provider of wireless voice, messaging, and data services, wanted to increase new subscribers by driving more calls to their call centers.

The company needed a strategic partner with the right performance-based media solution to help reach its goal. They chose Marchex and its mobile ad network, Call Marketplace, for its ability to deliver high-intent callers, transparent ad placements, and support of unique business requirements. With Marchex, the company's volume of qualified calls increased over 70 percent and new subscribers increased over 50 percent.

Marchex call analytics technology and services can provide deep insights into who called, why they called and what made them convert, helping your telecom business to lower new customer acquisition costs, improve agent performance, and convert more prospects to customers.

## Drive more calls and optimize media

Close a higher percentage of existing call traffic with total insights into how phone calls are driving revenue.

## Learn what exactly happened on the call

Analyze anonymized conversations by location, agent, products and services, and outcomes, to reveal actionable insights that can help chart the next steps in the customer journey.



Telco companies rely on Marchex to drive new customer calls, identify where the calls originate, and learn the outcome of those calls.

allconnect.

DIRECTV

dish

verizon<sup>✓</sup>



## Acquire more of your best customers

Maximize the return on your advertising spend by honing in on high intent customers: retarget prospects who didn't convert, and up-sell those who did.

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

With Marchex, telco companies are identifying meaningful opportunities to gain new subscribers and improve the customer experience. Learn why the largest telecom brands in the industry use Marchex.

To learn how Marchex can help your telco business convert more callers to new customers, visit [Marchex.com](http://Marchex.com).

<sup>1</sup> Forrester: Pick up the Phone: Your Best Customer is on the Line ([www.marchex.com/blog/phone-customer-best-customer/](http://www.marchex.com/blog/phone-customer-best-customer/))