

Dial in your marketing spend and find the best channel for new customers

Customers who call your brand convert faster, buy more and stay longer

Find your best customers

Let's face it—it's a digital world. We watch movies, we snap pictures, we post on social media. And cellphones, tablets, and HDTVs are how we consume it all. As a marketer in communications and cable, you're charged with finding consumers at the intersection of entertainment and information. Marchex can help.

You have a challenging job: consumers have more options than ever when picking a digital provider, and switching companies is easier than ever. Finding and retaining customers can be difficult, so you have a variety of ways for consumers to sign-up: website, retail locations and call centers, to name a few.

Marchex believes your best customers are the ones who call your brand. According to a [study by Forrester](#)¹, phone customers spend more, are quicker to buy, and are more loyal. If your business isn't leveraging the insights in its call data, your business has a blind spot that may be impacting your bottom line.

Leverage a call marketplace

A call marketplace consists of digital ad placements on targeted publisher sites that produce high-intent, incremental new inbound phone leads to connect advertisers to call center sales agents. The function of a call marketplace solution is focused on a simple goal: driving high-intent and highly-qualified consumers to your brand.



Changing media landscape

More screens. Fewer pieces of paper. More e-mail. Fewer stamps.

Mobile phones, cable services and computer data are at the heart of this digital revolution.

- **81%** of U.S. homes have a DVR, subscribe to Netflix or use video-on-demand from a cable or telco provider.¹
- **68%** of all U.S. households get Internet service both at home and on a smartphone.²
- **95%** of Americans own a cellphone of some kind, and roughly half own a tablet.³
- **62%** of the worldwide population own a mobile phone.⁴

¹ Leichtman Research Group
<https://goo.gl/2uesgc>

² Leichtman Research Group
<https://goo.gl/jhNNtt>

³ Pew Research Center
<https://goo.gl/pzkPYj>

⁴ Statista
<https://goo.gl/KLur5p>

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

Improve your conversion rates

As the industry leader in call analytics technology, Marchex deploys its own proprietary solution to drive calls efficiently and qualify them according to your criteria. Whether you define quality calls as those identifying themselves as new customers or those lasting a certain length or duration, Marchex technology tracks calls based on your parameters and you only pay for calls that meet these criteria. We work with some of the largest, best-known brands in the industry to find, drive and convert customers through inbound phone calls.

One Marchex customer's experience¹

- 72% increase in qualified calls
- 51% increase in new customer conversions from inbound phone channel

Call your own shots

With Marchex Call Marketplace, you set the parameters for qualified calls, such as call duration or callers self-identifying as a potential new customer. Marchex customers often find that, based on our technology and experience, the cost per call is lower than they can achieve through their own efforts. With Marchex Call Marketplace, you're empowered to find and convert more callers into your best customers.

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

¹ Source: Marchex Institute data analysis Q2, 2017