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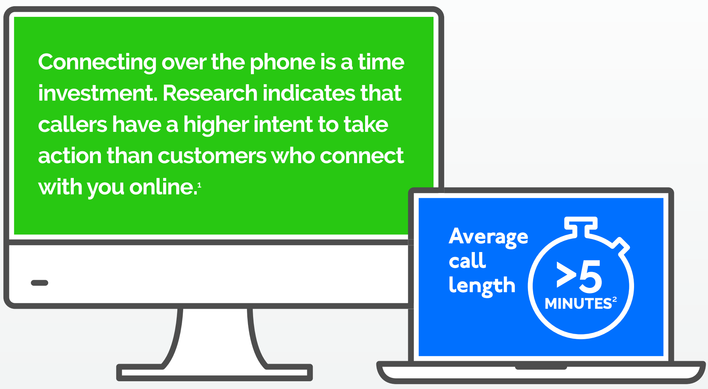
Phone calls and finance

What financial services marketers need to know

Click-to-call ads drive engagement[1]

Marketers using ads that initiate calls report increased customer engagement across channels.



Compared with other channels, callers tend to[3]:

Spend more

60% of marketers say inbound callers spend an average of **28%** more.

Convert faster

60% of marketers say inbound callers convert to a sale **30%** faster.

Churn less

54% of marketers say inbound callers have a **28%** higher retention rate.

How Financial Services marketers can optimize inbound phone traffic

1. Streamline call routing
2. Optimize media budget for high-performing channels
3. Provide an excellent customer experience
4. Measure performance

Marchex can provide insights on optimizing your inbound call strategy and the customer experience.

Contact Marchex today ▸

Marchex is the leading provider of end-to-end Call Analytics solutions, with the deepest and broadest set of applications for mid-market and enterprise businesses on the market today. The best customers are those who call your business. Marchex helps you understand who called and why, so you can turn more of these callers into customers.

[1] Pick Up the Phone: Your Best Customer Is On The Line
[2] The Marchex Institute: Based on a sample of calls to financial industry clients in Q3 2017.
[3] Pick Up the Phone: Your Best Customer Is On The Line

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