

# Your best customers are calling

**Do you know which marketing strategies drove them to call?**

You're hitting all your usual channels—search, web banners, direct mail. Now comes the fun part, parsing the results. How do you know which media generates the most calls? The answer to this question, and many more, is call tracking.

Assigning unique phone numbers to each placement reveals exact response rates. Instead of weighting media based on limited data, you can allocate precious marketing dollars precisely.

## Agencies and marketing teams: Track phone calls as accurately as clicks

With Marchex Call Analytics, *Essential Edition* you'll know precisely how effective your digital marketing strategies are at making the phone ring.

- Prove that your marketing strategies are working by connecting your media to calls
- Measure and improve marketing ROI by adjusting spend across campaigns and channels
- Redirect calls between local stores and call centers to improve conversion rates



### How does it work?

Getting started with Marchex is as easy as 1, 2, 3...

#### 1. Get the numbers

We'll give you trackable phone numbers (local or toll-free) that you can place into any ad campaign—online, mobile, billboard, TV or wherever else you can place an ad.

#### 2. Generate phone calls

A consumer sees your ad and responds by making a phone call.

#### 3. See the results

We'll track your ad campaign's performance and give you a full report.

"The flexibility, reporting and analytics all come together with Marchex Call Tracking!"

**Kevin S.**, Manager at JWN Energy