

## Your best customers are calling

**Are you optimizing your media to find more?**

As an agency or marketer, you spend a large amount of your advertising spend on media in an omnichannel world. But understanding customers can be challenging across so many channels. While unwavering customer focus may be every company's goal, marketers still struggle to meet the ever-shifting needs of consumers.

Marchex helps you understand which channels work best, and why, so you can do more within your existing budget. Measure which keywords drive phone sales so you can optimize your bidding strategy for online-to-offline customer journeys.



### BENEFITS

#### 1. 100% Keyword attribution

The only solution for true 100% keyword attribution for all calls from Search, including Click-to-Call.

#### 2. Omnichannel analytics

Maximize ROI across search, social, display and website channels with powerful marketing attribution.

#### 3. Data integrations

Optimize the performance of your search ad campaigns by integrating call data into your bid management platform.

#### 4. Customer journey optimization

Track your customer's path to purchase with insights into what really drives them to call.

## Agencies and marketing teams: Get more customers. Save your budget.

With Marchex Call Analytics, *Media Edition* you can maximize customer conversions from phone calls by optimizing your media spend across every channel—search, social, display, website and offline—with the industry's most powerful attribution platform.

- Optimize the performance of your search ad campaigns by integrating call conversion data into your bid management platform.
- Identify which customer actions and website pages drive calls.
- Track your customers' complete online and offline journey—from keyword to call to sale.
- Quickly reveal which paid keywords are driving phone calls by tracking and measuring call extensions and landing pages.
- Understand how social media engagement impacts phone calls and offline conversions.
- Accurately attribute results to display advertising with the industry's first real-time, view-through conversion data on the campaigns that drive customer calls.

