

Your best customers are calling

Marchex helps you find more.

When it comes to attracting new customers and keeping your current ones, many businesses focus their attention—and budget—on digital channels. All that digital effort often leads to customer contacts, whether via form leads, chat contacts or phone calls. According to a recent report by Forrester¹, customers who call your business are your highest value customer. They spend more, are quicker to buy and are more loyal.

Shine light on your offline blind spot

Modern agencies and marketers do more than just drive leads—they optimize the path to purchase to accelerate the buyer's journey. A call analytics solution can track your prospects through your offline blind spot and understand what drives a customer to call you.

Marchex helps you make SMARTER marketing decisions

Marchex tools provide advanced call insights to help optimize your marketing strategy. Understanding exactly who called, why they called and what made them convert will help your business increase marketing ROI, sales and appointment bookings, customer satisfaction, and revenue.

Key Technology Partners:



BENEFITS

Get all the business benefits of Marchex Call Analytics, Conversation Enterprise Edition and Media Enterprise Edition, PLUS Marchex Audience Targeting, featuring...

1. Caller-based audience targeting

Retarget audience segments using intent data from calls.

2. Lookalike audiences

Expand your Facebook marketing reach by targeting new audiences modeled on your best customers.

3. Custom Audiences

Enhance your targeting with rules-based audiences for offline events and behaviors.

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