

MARCHEX CALL MARKETPLACE—ADVERTISER

When the stakes are high, you can count on us

High quality, high intent leads on demand

The deadline is fast approaching and your program isn't on track to hit the lead target. You need to do something — and fast. But who can you trust to get new customers and protect your brand? We get it. We help more than 25,000 businesses reach their goals each month by delivering high-quality leads to them.

Marchex Call Marketplace (MCM) is the analytics-powered performance marketing solution that is trusted to deliver millions of the most qualified, high-intent customers to the world's biggest brands.

Our dedicated, expert team hand-picks the best publishers according to performance, quality and ability to fulfill your specific requirements. We apply our industry-leading analytics to optimize campaigns and deliver high-quality prospects. Our high-touch approach generates desired call volume on demand in a way that supports and protects a positive representation of your brand.

We make it easy — and fast

The Marchex full service solution makes pay-per-call lead acquisition easy. We provide a single point of contact, customized consulting expertise, ongoing campaign management, performance optimization to drive efficiency and ROI, customized reporting and dedicated account support. We manage the end-to-end process so you can focus on other marketing efforts with confidence.

Our proven on-demand process is designed for speed and results. You can start receiving qualified calls in as soon as 72 hours after creative delivery.

How it works

Targeting



1. You set the parameters for campaign success.

Lead Generation



2. Marchex team creates and runs ad campaigns on Marchex Call Marketplace to drive calls from motivated, high-intent consumers.

Lead Delivery



3. Qualified calls are routed to your call center after first being screened and filtered by our analytics.

Success



4. You pay only for calls that meet your success parameters and your sales accelerate.

Insurance Use Case

Caller insights based on user pre-qualification that can help you start cost-effective conversations

- Currently insured
- Currently owns a home
- No DUIs
- Good credit
- No more than 2 accidents and tickets

 High Value Prospect

“Marchex allows us to reach new mobile advertising channels with phone calls that convert. We’ve seen a **39:1** return on ad spend with Marchex, and new bookings continue to increase.”

InterContinental Hotel Group

Analytics that drive results

Our commitment to innovation is an investment in the success of our clients. A \$100 million budget in research and development focuses on delivering the industry's most advanced AI-powered call analytics.

Marchex Call Marketplace unites our proven analytics with hand-picked publishers to conduct targeted campaigns. Using our continuous campaign optimization process, we manage them in real time, constantly test ads and re-allocate media budget to higher-performing channels to deliver high-quality, high-intent leads.

An elite partner network designed to protect your brand

Our supplier network comprises over 200 top-tier, vetted publishers to ensure that your ads appear to high-intent consumers — in a way that supports and protects a positive representation of your brand — enabling you to rapidly acquire new customers while lowering acquisition costs.

Marchex Value

- Quick and easy onboarding
- Exclusive placements
- Marchex Business Listing API for serving local listings
- Marchex Clean Call® for state of the art call filtering and spam blocking
- Marchex Call DNA® for call scoring
- Interactive voice response (IVR) call routing system to qualify customer intent
- Optional call recording to make it easy to monitor quality

CUSTOMER RESULTS¹

165%↑

Increase in new subscriptions

196%↑

Increase in new customer sales calls

259%↑

Increase in total calls delivered

1 Results are from customer data covering a 6-month time frame in 2018.

Major national provider of wireless voice, messaging, and data services, offers services to over 200 million Americans.

170%↑

Increase in new quotes²



\$700,000

Additional revenue from new quote conversions during campaign time frame

2 Results are from customer data covering a 6-month time frame in 2019.

A leading provider of insurance products and financial services with thousands of agents across the U.S. relies on Marchex phone calls to drive new business.



Marchex Call Marketplace is helping companies identify opportunities to gain new customers, improve the customer experience, and reduce costs.

Contact us to learn how the Marchex Call Marketplace can help you accelerate your sales.