Create More Revenue-Generating Conversations by Making Better Media Buys

Marchex Marketing Edge is an innovative, easy-to-use conversational analytics solution that enables marketers to make data-driven decisions that improve their digital marketing performance.

It reveals which marketing campaigns and channels result in a phone call and text conversions, so you can maximize the value of your ad spend. It also integrates with Marchex Sales Edge Rescue to provide real-time lost sale alerts, so Sales can close the deal.

Accurately Attribute Calls and Texts

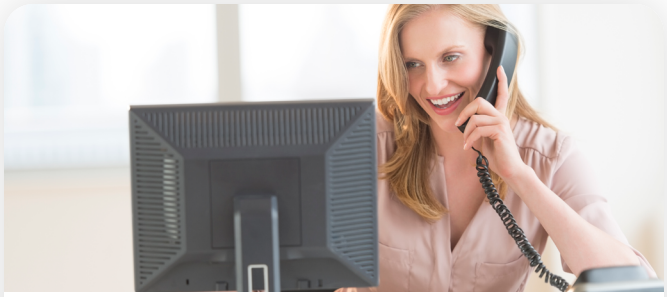
Know which marketing efforts generate inbound calls and texts.

Increase Your Return on Ad Spend

Understand call outcomes using conversation intelligence.

Get the Credit Your Brand Deserves

Take credit for marketing-driven texts and phone sales.



Rescue Lost Sales[1]

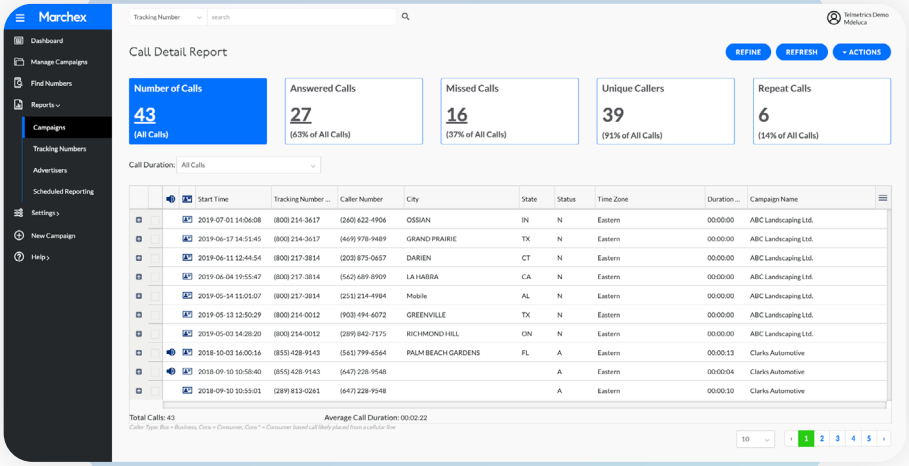
Empower Sales to receive real-time alerts when a caller showing high purchase intent doesn't buy.

1 Not included with Marketing Edge, but Marchex Sales Edge Rescue seamlessly integrates as an add-on product.

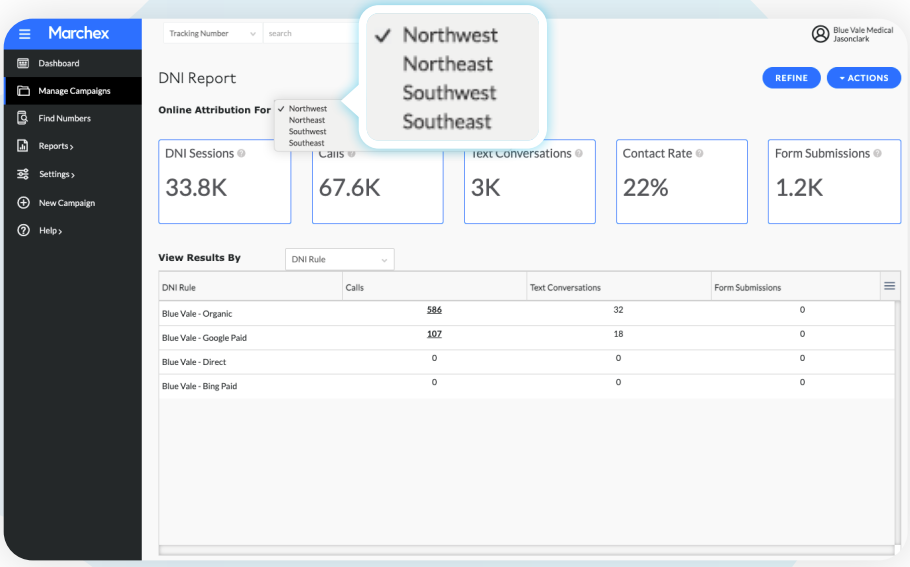
Key Capabilities and Benefits

Accurately Attribute Calls and Texts

- Get real-time total call and text message count by ad, campaign, channel, or session to understand the source.
- Identify trends using customized reporting and an easy-to-use KPI dashboard.
- Professional help with onboarding accelerates your set-up and makes campaign creation and management fast and easy.
- Easily integrate with Google Analytics, Adobe Analytics, or CRM to track sales and map the customer journey.



Call Detail Report



Online Attribution for Business Locator Pages

Online Attribution for Business Locator Pages NEW!

- Add powerful, granular attribution to your marketing with the industry's best-in-class DNI solution
- Supports a wide range of use cases, from a small business with a single location to an enterprise with many locations
- Manage and organize your attribution efforts in a way that is tailored to your business needs
- View reporting data targeted to your audience and filter data relevant to your business division so you can make marketing decisions faster

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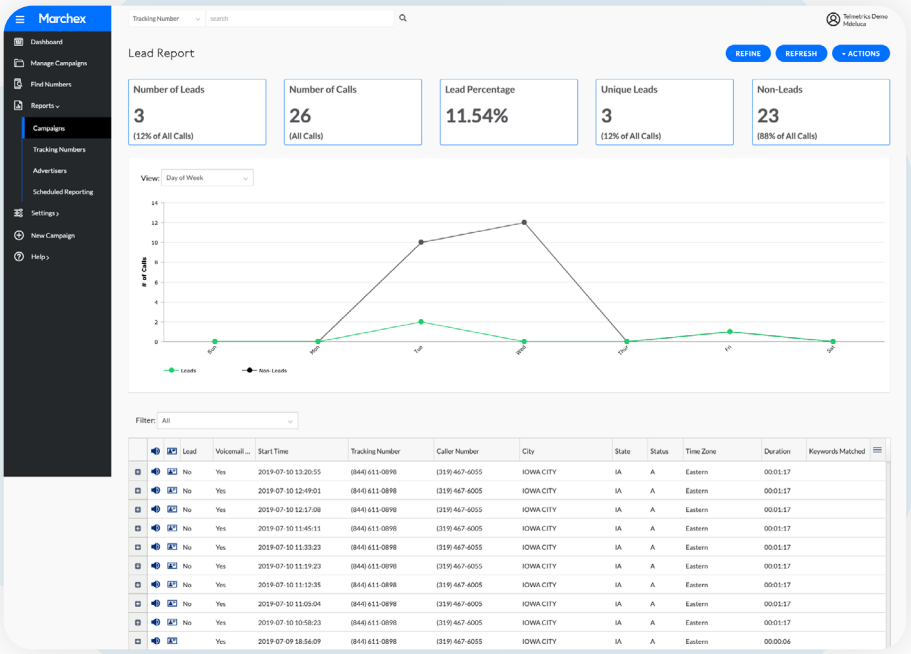


Leads Report

Increase Your Return on Ad Spend Using Conversation Intelligence

- Identify the most effective campaigns and channels based on lead scoring.
- Map keywords to call outcomes using preset and customizable AI Signals.
- Associate Web site tags to phone call outcomes.
- Upload call outcome data into Google Ads, Bing, Facebook, and more.
- Access call recordings, transcripts, and caller ID directly within the UI.
- Tag and label calls to make better data-driven decisions.

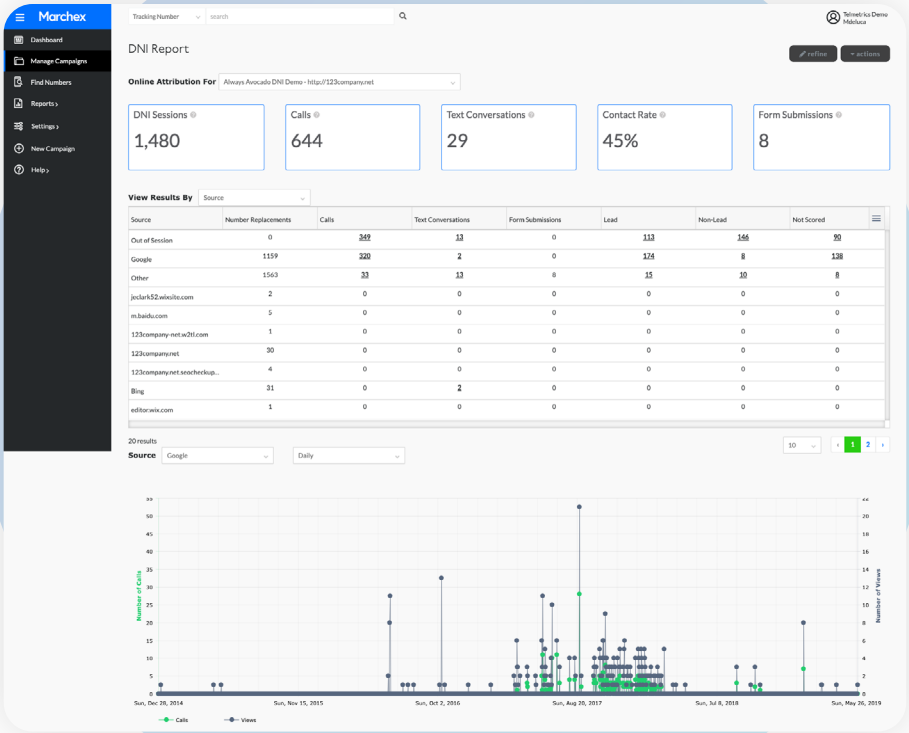
Get the Credit Your Brand Deserves

- Work within your existing marketing and sales processes and platforms such as Search Ads 360, Bid Management Platforms, Salesforce, HubSpot, Adobe and more.
- Well documented APIs available for customized data integrations.
- Automated reporting to manage scaled campaigns.
- Create audience segments based on customer conversations.
- Identify conversations as a Lead, Non-lead, Current Customer, Voicemail, Telemarketer, or Employment inquiry.

Redaction

Protect customer privacy through:

- PCI Redaction
- Social Security Number Redaction **NEW!**
- General Number Redaction **NEW!**



DNI Report

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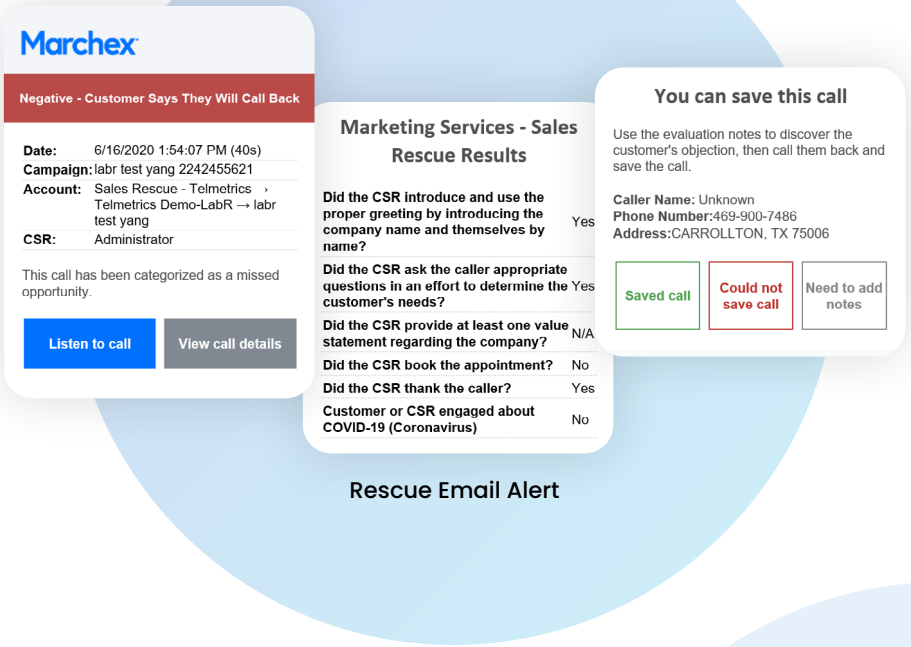


Rescue Email Alert

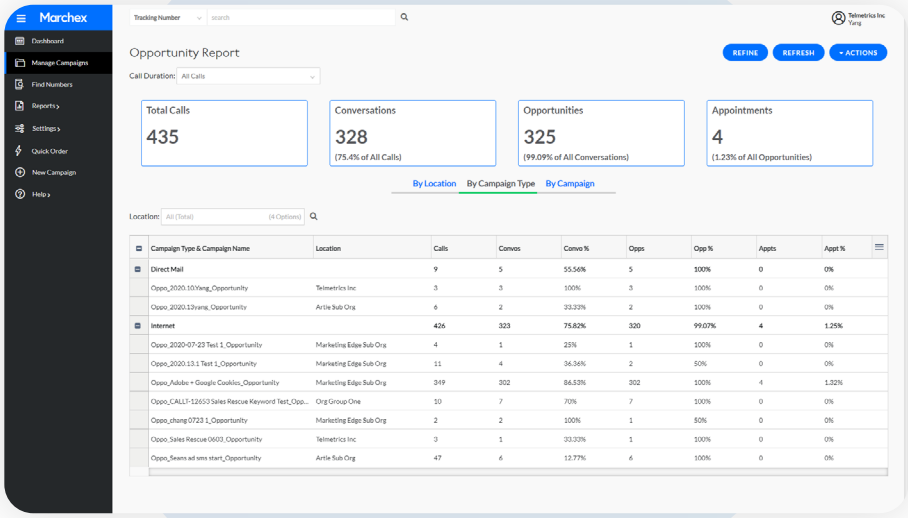
Rescue Lost Sales

- Empower your Sales team to receive real-time text and/or email notifications when a caller showing high purchase intent ends a conversation without making an appointment or a purchase — so they can reengage to save the sale.
- Understand call outcomes using Conversation Intelligence.
- Ensure data accuracy using AI and human verification.
- Quickly surface and identify trends in closing or losing sales to optimize your sales process and train underperforming sellers.

Opportunity Report* NEW!

- Provides a clear view into the quality of marketing-driven calls by using Sales Edge Rescue results
- Granular data shows you the performance of your campaigns by location, campaign, and campaign type
- Give Management a quick and easy way to see how your marketing efforts drive high quality calls, and how Sales is converting those calls

*Requires Sales Edge Rescue to be activated



Opportunity Report

Stop wasting media dollars on new customer conversations that don't result in sales. Know the outcomes with Marchex Marketing Edge.

Questions? We're here to help.
Marchex.com

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