



Marchex Launches Mobile Advertising Measurement and Click-to-Call Breakthrough; Real-Time Call DNA Reveals Customer Insights Without Recording Phone Calls

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SEATTLE--(BUSINESS WIRE)--Oct. 15, 2014-- [Marchex Inc.](#) (NASDAQ:MCHX), a mobile advertising technology company, today launched [Real-Time Call DNA](#), a major advancement to its call analytics platform. For the first time, advertisers will be able to visually map, analyze, and measure what happens inside a phone conversation after a consumer calls their business – without recording any of the actual dialogue.

The technology solves a major blind spot for enterprise-level advertisers in industries such as health care, financial services, and insurance, which have struggled for years to better understand large volumes of inbound consumer phone calls coming from click-to-call ads. Companies in these industries are subject to a variety of laws and regulations that impose significant restrictions on recording calls because of security concerns and the private nature of information exchanged over the phone.

Real-Time Call DNA is the newest addition to [Marchex Call Analytics](#), the leading enterprise platform for measuring phone calls from advertising. Marchex created its first version of Call DNA last year to give enterprise-level advertisers, who are pouring billions of dollars into mobile ads, more transparency into how their mobile and digital campaigns are working.

“Call DNA is game-changing technology. It allows us to measure and analyze the quality of our advertising-driven phone calls at scale,” said Melissa Sinclair, Lead Integrations Manager for Dealer Marketing Services, the makers of ProMax Unlimited, an automotive software solutions company. “This data is crucial in helping us optimize our advertising campaigns to drive peak performance for our business.”

Specifically, here’s how Real-Time Call DNA works: the moment a consumer clicks to call a business from an ad, data about that call is captured and analyzed in real time, without transcribing or retaining any content. A visual map of the call displays, for instance, how many rings it takes before a call is picked up and how long a caller is placed on hold. It also shows when a caller speaks and an agent responds, and classifies the type of call based on proprietary algorithms that can scale and analyze hundreds of millions of calls across a variety of industries.

Advertisers can access the data and insights and sort calls by classification through the user interface or API. How many calls are conversations? Wrong numbers? How many callers hang up because of long hold times? Advertisers can then view the visual map of each call and optimize their campaigns to drive more calls from customers with real purchase intent.

Real-Time Call DNA does not require any additional setup with a call center.

This technology opens up a whole new opportunity for advertisers that have never recorded consumer calls because of privacy concerns, said Tim Graber, Senior Director of Product & Engineering at Marchex.

“For years, these companies have had to try and optimize in the dark,” he said. “They have relied on meta-data, such as call duration and caller ID, to get more customers to call over the phone. However, Real-Time Call DNA provides so much more, and proves these can be poor metrics for gauging real consumer intent.”

Graber added: “We built Real-Time Call DNA to reveal all the facets of a conversation, and we are able to do this using technology that anonymously captures data without recording calls. Businesses get immediate, actionable insights on the quality of calls coming from mobile ads – and those insights lead to increased sales performance.”

Real-Time Call DNA is in beta for select enterprise customers and will be rolled out broadly later this year. To learn more, please visit: http://www.marchex.com/real_time_call_dna.

About Marchex

[Marchex](#) is a mobile advertising technology company. The company provides a suite of products and services for businesses that depend on consumer phone calls to drive sales. Marchex’s mobile advertising platform delivers new customer phone calls to businesses, while its technology analyzes the data in these calls to help maximize ad campaign results. Marchex disrupts traditional advertising models by giving businesses full transparency into their ad campaign performance and charging them based on new customer acquisition.

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