Marchex

Marchex And Adobe Media Optimizer Deliver Efficiency & Real-Time Insights to Search Marketers For All Keywords

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New integration connects 100% of phone calls to keywords for sophisticated enterprise search marketing campaigns.

SEATTLE--(BUSINESS WIRE)--May 19, 2016-- Marchex (NASDAQ:MCHX), a mobile advertising analytics company, today announced a new integration with Adobe Media Optimizer that delivers better return on advertising spend for enterprise search marketers that rely upon inbound phone calls to drive sales. The new integration is the only solution to deliver 100% keyword attribution for calls placed directly from paid search ads for an unlimited number of keywords and any campaign structure.

In addition, Marchex Search Analytics delivers automated insights on every phone call directly into Adobe Media Optimizer for each keyword, including call outcomes and Interactive Voice Response (IVR) inputs. These insights allow marketers to properly automate paid search bidding by allocating budgets towards keywords that best drive over-the-phone purchases.

Marchex Search Analytics is leveraged with Adobe Media Optimizer for clients in many industries, including VITAS Healthcare, the nation's leading provider of hospice care. "Receiving and tracking all phone calls from patients and families considering hospice care is integral to our marketing efforts," said Drew Landmeier, senior vice president and chief marketing officer for VITAS. "The Marchex and Adobe integration provides us valuable search insights in one platform. With full keyword-level call attribution from all calls including those that originate from call extensions and call-only campaigns, we improve our ability to be smart and efficient with our search engine marketing."

The Marchex Analytics platform measures offline sales, audiences and consumer intent from digital advertisements across every channel and device. By partnering with Marchex, Adobe Media Optimizer can deliver strategic insights that connect the dots between paid search and offline sales to drive higher levels of advertising performance and consumer engagement.

"Our integration with Adobe Media Optimizer is for enterprise marketers with massive keyword lists and complex campaign structures," said Nilesh Dhawale, Senior Product Manager at Marchex. "For companies that rely on inbound phone calls from paid search, this partnership allows marketers to properly automate paid search bidding."

About Marchex

Marchex is a mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touch points in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

Please visit www.marchex.com, www.marchex.com/blog/ or @marchex on Twitter (twitter.com/Marchex), where Marchex discloses material information from time to time about the Company, its financial information, and its business.

About Adobe Media Optimizer

Adobe Media Optimizer is a programmatic ad-buying solution that helps advertisers forecast the best mix of search, display and social ads based on their budget. Adobe Media Optimizer also automates the execution of media plans and helps advertisers find the best way to deliver relevant content to their high-value audiences.

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