



Your Best Customers Are Calling: New Industry Survey Reveals Impactful Way for Marketers to Move the Needle and Drive Revenue

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Independent research shows phone customers convert faster, spend more, and churn less than digital consumers

SEATTLE--(BUSINESS WIRE)--Jul. 27, 2017-- [Marchex](#) (Nasdaq: MCHX), a leading provider of call analytics that drive, measure, and convert callers into customers, announced today the results of an industry survey that can help marketers invest their marketing spend and increase their return on investment. Marketers are increasingly being asked to drive revenue for their organizations, and this new study shines light on the final call-to-action in a buyer's journey, ultimately yielding positive business outcomes, such as booking appointments or converting a sale.

Based on a survey of marketing decision makers, the new study from Forrester Consulting shows that customers who call a business are actually more valuable prospects for that business than those who don't. The report found that phone customers convert faster, spend more, and have a higher retention rate than customers who contact brands via other channels such as in-store or online.

"Phone calls to businesses, especially from smartphones, are expected to exceed 100 billion this year alone," said Guy Weismantel, executive vice president, marketing, at Marchex. "This is a vibrant and growing channel, providing a huge opportunity for marketers as consumers continue to use their mobile devices in the path to purchase. Being able to track and maximize those interactions is the missing link for many marketers in their omnichannel strategy."

Specifically, the study concluded that 60% of marketers said that customers who call a brand convert an average of 30% faster than other respondents, and they spend an average of 28% more and 54% of marketers said they churn 28% less than customers closed in other channels. The report was commissioned by Marchex, and [can be downloaded here](#).

Not only are inbound phone calls key for driving revenue and retention, the survey found that marketers who employ ads that drive inbound phone calls report seeing higher customer engagement in their other channels – both online and offline – than marketers who do not have these ads. Further, data from phone calls, including customer references to specific campaigns or keywords, can provide valuable insights into how omnichannel campaigns are working, and how they can be optimized to better drive phone calls to boost engagement and sales. This results in better visibility for marketers and enables brands to display content that aligns with the interests of customers and prospects.

"We live in a connected world. App stores have literally millions of options for our smartphones, but the one application that everyone has on their device is simple: the phone itself. That should be a powerful takeaway for marketers," continued Weismantel. "Marketers have more channels than ever to target prospects, but the results of this survey are clear - your best customers aren't walking into your store to buy something, and they're not driving onto your lot to schedule an appointment - your best customers are calling."

About Marchex

Marchex understands the best customers are those who call your company - they convert faster, buy more, and churn less. Marchex provides solutions that help companies drive more calls, understand what happens on those calls, and convert more of those callers into customers. Our actionable intelligence strengthens the connection between companies and their customers, bridging the physical and digital world, to help brands maximize their marketing investments and operating efficiencies to acquire the best customers.

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