

Marchex Named The Leader in Conversational Intelligence by Independent Research Firm

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Marchex Conversational AI named the industry leader in converting first party data to optimize customer experience and business outcomes

SEATTLE--(BUSINESS WIRE)--Apr. 29, 2020-- Marchex (NASDAQ: MCHX), a leading conversational analytics company that connects the voice of the customer to your business, announced that Opus Research has named Marchex as the leading Conversational Intelligence solution provider in its newly released Conversational Intelligence Intelliview research report. The report reveals which providers of tools, services and platforms have most successfully delivered speech and text analytics, natural language processing and machine learning technologies to recognize the intent of consumers.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200429005217/en/>

Figure 4: Intelliview for Conversational Intelligence Solutions Providers



The Conversational Intelligence Intelliview report comprehensively evaluates providers based on their ability to turn raw data into actionable business insights. The key factors evaluated include the breadth of conversational technology solutions, omnichannel view of the customer conversation, the vendor engagement model and speed of deployment, and customer base, size and longevity.

Key Marchex differentiators highlighted in the independent report include:

- Advanced AI models and signals built on a large-scale conversational data set of more than one billion minutes of consumer-to-business conversations processed annually. Marchex AI goes well beyond the basic keyword-spotting approach prevalent in the call attribution and analytics industry.

2020 Opus Research Intelliview for Conversational Intelligence Solutions Providers (Graphic: Business Wire)

- Proprietary voice transcription with nearly human levels of accuracy that is 35% more accurate than IBM Watson. The accuracy of conversational analytics is foundational to delivering value to businesses in a way that is measurable, verifiable, meaningful and actionable.
- Multichannel analytics/expansion to SMS text messaging: Texting expands the footprint of Marchex's robust conversational data set, extending its ability to use artificial intelligence to surface deep consumer intent signals across texts, messaging and voice communication channels.
- Customer base, size and longevity as a Conversational Intelligence firm. Used by more than 1,300 companies, including many of the world's largest brands.

"Our investments in artificial intelligence and related technologies are helping our customers use Marchex's industry-leading conversational data to recognize the intent of consumers and to understand the return on their marketing investment. Most importantly, it is allowing them to close the loop and improve sales processes and achieve better customer outcomes," said Russell Horowitz, Marchex Executive Chairman. "We are seeing an increasing number of leading brands turn to Marchex to help them strategically navigate and leverage the world of AI to help ensure they are getting the most out of their prospect and customer conversations in voice and text channels."

Marketing and sales executives are prioritizing AI strategies that can augment their sales and customer experience efforts, providing an omnichannel understanding of their customer conversations with solutions that enable rich engagement in voice and text channels. According to Opus Research, businesses "have stepped up investment in technologies that improve the conversations they carry on with both prospects and customers." The report defines technologies and solutions that businesses can harness to leverage first party data, enabling marketing and sales executives to leverage conversational intelligence to create great customer experiences and deliver improved business outcomes.

[The complete Opus Research Intelliview Report can be found here.](#)

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.

Please visit <http://www.marchex.com>, www.marchex.com/blog or [@marchex](https://twitter.com/marchex) on Twitter ([Twitter.com/Marchex](https://twitter.com/marchex)), where Marchex discloses material information from time to time about the company, its financial information, and its business.

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