



Marchex Wins APPEALIE Overall SaaS Award for Analytics and Business Intelligence

October 28, 2021

Conversation Intelligence Platform Generates Its Latest Award

SEATTLE--(BUSINESS WIRE)--Oct. 28, 2021-- [Marchex](#) (NASDAQ: [MCHX](#)), the award-winning AI-powered conversation intelligence company that helps businesses turn strategic insights into the actions that drive their most valued sales outcomes, announced that it has been selected as the Overall SaaS Award winner in the Analytics + Business Intelligence Category of the 2021 APPEALIE SaaS Awards.

Marchex won the award based on its conversation intelligence platform and Sales Engagement product suite. APPEALIE SaaS Award winners were selected using Net Promoter Scores™ (NPS), UI/UX, recent product improvements, and third-party analyst research, amongst other criteria.

APPEALIE's selection of Marchex for this award underscores Marchex's momentum in achieving industry leadership recognition. In 2021, Marchex has received eight awards, including:

1. Artificial Intelligence Excellence award
2. Martech Breakthrough award
3. AI Breakthrough award
4. Gold Stevie award
5. "The Sammy" Sales and Marketing Technology award
6. Best Call Tracking Software award
7. Best Inbound Call Tracking Software award
8. APPEALIE Overall SaaS Award for Analytics + Business Intelligence

In addition, Marchex has been recognized as the industry leader in product completeness and flexibility for applied conversation intelligence by Opus Research in its 2021 Conversational Intelligence Intelliview research report.

"Marchex is honored to be recognized by APPEALIE with the Overall SaaS Award for Analytics + Business Intelligence, demonstrating Marchex's continuing momentum in providing conversation intelligence in innovative and practical ways that helps businesses improve customer experiences and achieve better sales outcomes," said Ryan Polley, Marchex Chief Operating Officer. "Our team maintains its unwavering commitment and focus on bringing AI-powered business intelligence solutions to market that help our customers gain the strategic insights needed to act immediately and win more business."

Marchex's conversation intelligence platform, featuring AI-powered sales engagement and marketing solutions, helps businesses turn strategic insights into the actions that drive sales. Its multichannel voice and text capabilities enable sales and marketing teams to deliver the buying experiences that today's customers expect. Key end users who interact with Marchex's solutions include brand managers, general managers, sales managers, marketing managers and sales representatives. Marchex is the trusted conversation intelligence partner for market-leading companies in critical industries, including automotive manufacturing, home services, healthcare, real estate and senior living, comprising many of the world's most innovative and successful brands.

The Marchex Sales Engagement product suite is a multichannel conversation intelligence solution set that uses Marchex's powerful artificial intelligence technology to empower sales teams to improve sales outcomes while delivering a better buying experience. Its technology unlocks key sales insights by analyzing the content of voice and text conversations. Sales teams are able to modernize the sales process to understand each customer's intent and conversation outcomes. This helps to increase sales efficiency, boost sellers' productivity, prioritize leads, and rescue lost sales. In doing so, it delivers a better buyer experience to ensure a customer receives the experience a company's brand represents, leading to improved sales.

A complete list of awards won by Marchex is available at www.marchex.com/awards.

ABOUT APPEALIE

The [APPEALIE SaaS Awards](#) are the most selective in software.

Winning SaaS apps are selected on the basis of customer feedback and data, including Net Promoter Scores™. APPEALIE also conducts further due diligence beyond entrant applications to ensure each winner meets its standards of excellence.

Pronounced "appeal-eee," our name APPEALIE originates from our mission to recognize the most appealing apps in SaaS.

<https://appealie.com/>

About Marchex

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Please visit 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 and its business.

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