



Marchex Launches Marchex Anywhere, Making Conversation Intelligence Available to Virtually Any Business

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New Hub Expands Access to CPaaS, UCaaS and CCaaS platforms for Marchex Conversation Intelligence Products

SEATTLE--(BUSINESS WIRE)--Nov. 8, 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, today announced new integrations with platforms from leading Communication Platform as a Service (CPaaS), Unified Communication as a Service (UCaaS) and Contact Center as a Service (CCaaS) providers. The new integrations are available via Marchex Anywhere, a new integrations and applications hub that makes Marchex's popular suite of industry-leading conversation intelligence services available to virtually any business.

Using Marchex's AI-powered conversation intelligence services, sales; customer engagement; and marketing teams can:

- Determine intent and outcome for all incoming calls in near real-time so sellers can focus on the conversations that matter most
- Empower and inform sellers to take the right actions in the moments that matter
- Deploy seller/agent performance analysis into their existing platforms to better train sales and customer engagement teams
- Empower sales teams to receive near real-time alerts when a caller showing high intent doesn't buy, so the opportunity can be saved
- Acquire highly accurate voice conversation transcripts at a fraction of the cost of other providers
- Use best-in-class redaction capabilities to shield sensitive information within transcripts

"Marchex Anywhere brings our market-leading conversation intelligence services to a rapidly expanding universe of businesses looking to enhance their existing sales, customer engagement, marketing and communication platforms with the power of actionable insights from customer conversations," said Ryan Polley, Marchex Chief Operating Officer. "This reflects Marchex's continued momentum in expanding our conversation intelligence technology and data in innovative and practical ways to deliver the outcomes that customers want."

Marchex Anywhere offers two types of integrations, Communication Platform Integrations and Zero Code Integrations, that together dramatically expand the number of companies that can employ Marchex conversation intelligence to enhance their sales, customer engagement and marketing efforts.

Communication Platform Integrations

Marchex Communication Platform Integrations provide a powerful and flexible level of integration for businesses that use CPaaS, UCaaS and CCaaS cloud-based communication platforms. These integrations enable businesses to use Marchex conversation intelligence to gain actionable insights from conversations that occur via these communication infrastructures. Collectively, this set of new integrations makes Marchex conversation intelligence available to tens of thousands more businesses that use these platforms.

Marchex is announcing new integrations today for the following communication platforms:

- RingCentral
- Twilio
- Telnyx
- Five9
- S3 (Amazon Simple Storage Service) or SFTP integrations with most other UCaaS providers

Zero Code Integrations

Marchex Zero Code Integrations provide easy-to-setup direct data integrations that enhance sales, customer engagement and marketing platforms, such as Salesforce Sales Cloud, chat systems, Google Marketing Platform and Adobe Experience Platform. Zero Code Integrations make it easy to deliver rich conversational data such as buyer intent signals, conversation outcome signals and customer journey insights associated with placing a phone call to these platforms.

New Zero Code Integrations recently added to the Marchex Anywhere hub include:

- Marchex integration for VinSolutions Connect CRM, a leading automotive dealer CRM platform
- Integromat, an integration platform that connects Marchex Sonar to more than 1,000 apps to automate a business's entire customer research process

Available Marchex Anywhere integrations can be found in the Marchex Anywhere hub at www.marchex.com/integrations.

About Marchex

[Marchex's](#) award-winning conversation intelligence platform, featuring AI-powered sales engagement and marketing solutions, helps businesses turn strategic insights into the actions that drive their most valued sales outcomes. Our multichannel voice and text capabilities enable sales and marketing teams to deliver the buying experiences that today's customers expect. Marchex is the trusted conversation intelligence partner for market-leading companies in critical industries, including many of the world's most innovative and successful brands.

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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