



Marchex® Launches Conversation DNA™, Delivering Powerful AI Signals Through Every Marchex Conversation Intelligence Product

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Foundational technology enables businesses to take real actions and increase sales based on AI-driven insights

SEATTLE--(BUSINESS WIRE)--Mar. 1, 2022-- [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 that it has launched Marchex Conversation DNA™. This core technology enables voice and text conversation decoding, scoring, categorization and signal delivery across every Marchex conversation intelligence product. It is also the underlying technology that develops the AI-signals and makes them available to virtually any business via the Marchex Anywhere integrations hub.

“With Conversation DNA™, businesses can now surface invaluable sales and consumer intent signals from conversations across voice and text,” said Ryan Polley, Marchex Chief Operating Officer. “And we can deliver this intelligence faster than ever before.”

Conversation DNA™ uses Marchex’s proprietary AI infrastructure built to uncover relevant insights – such as what customers want and what they are searching for – from a library of more than one billion minutes of voice conversations and hundreds of millions of text messages the company processes each year. These valuable AI signals help businesses understand how to anticipate customer needs in order to deliver highly personalized experiences.

Here is how it works: When customers call or text a business, Conversation DNA™ identifies consumer intent, context, urgency, product or service of interest, appointment scheduling outcome and payment preferences. Decoding conversations down to this level of granularity also helps businesses optimize marketing campaigns, improve customer experiences and, ultimately, close sales.

Equally as important, Conversation DNA™ shows why sellers fail to book appointments, so businesses can correct these behaviors and see what deficiencies in availability, scheduling, or inventory are causing low appointment or close rates.

“Marchex Conversation DNA™ embodies the power of artificial intelligence by surfacing relevant, actionable insights from consumer-to-business conversations to help sales, customer engagement and marketing teams solve their real-world business challenges,” Polley said.

“Businesses of all sizes and across verticals stand to benefit significantly from underlying technology that can quickly turn data and insights into specific actions that can positively affect both customer experience and the company’s bottom line,” he added.

How Conversation DNA™ Helps Businesses:

Determining Caller Relationship to Business	Identifies whether a caller has a previous relationship with the business or is new
Lead Qualification	Identifies if a caller had an intent to purchase or do business, and where the business can complete a sale
Conversation Status	Identifies the manner in which a phone call ended so the business can determine why they may not be engaging with customers and take action (caller hung up before speaking with an agent, no agent answered the call, caller hung up in the IVR, caller hung up after being transferred, or the caller left a voice mail)
Department Identification	Identifies the specific department the caller wishes to speak with
Product/Service of Interest	Identifies the product or service of interest the consumer is calling about
Intent	Identifies the consumer’s objective/reason for the call
Outcome	Identifies how the consumer conversation ended
Clean Call	Automatically blocks spam calls or identifies them as “Spam – Automated Message”

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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