



Marchex Announces Additional AI Solutions to Empower Businesses

October 30, 2024

Marchex's AI Solutions are trained to be industry-specific because customer experiences, products, services, and topics vary across each vertical.

SEATTLE--(BUSINESS WIRE)--Oct. 30, 2024-- [Marchex](#) (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to drive operational excellence and revenue acceleration, today announced the phased rollout of its vertical-specific advanced AI solutions for lead identification, lead value assessment, and trending topics discovery. These innovative AI solutions deliver descriptive, predictive, and prescriptive insights that enable businesses to improve return on ad spend, understand the primary elements driving changes in customer behavior, and increase sales. Launching in Q4 2024, these solutions are tailored for automotive OEMs and dealers, home services, medical, dental, and automotive services.

Advanced AI Solutions key benefits:

- **High-Value Lead Identification:** Scoring that reveals the highest potential leads.
- **Industry-Specific Customization:** Businesses receive the most relevant, actionable insights.
- **Data-Driven Decisions:** Track trends, optimize resource allocation, and make informed decisions based on comprehensive customer insights.
- **Marketing Optimization:** Industry specific lead and appointment rate models that optimize marketing campaigns to drive high-value leads.
- **Improved Attribution:** Segment target audiences and improve automated bidding using any combination of lead outcome, lead value, and topics.
- **Understand relevant customer topics:** Identify topics and trends that are most important to a successful sale and customer experience.

"Marchex's industry leading AI solutions provide an unprecedented level of visibility into customer interactions, offering industry-specific context so businesses can better understand lead value and lead outcomes, the topics that matter most to their customers, and how those topics change over time," said Troy Hartless, Chief Revenue Officer at Marchex. "As businesses strive to make informed decisions and drive impactful business outcomes, these new AI solutions underscore our commitment to transforming customer data into a strategic advantage."

For more information, visit <https://www.marchex.com/>.

About Marchex

Marchex harnesses the power of AI and conversational intelligence to provide actionable insights aligned with prescriptive vertical market data analytics, driving operational excellence and revenue acceleration. Marchex enables executive, sales, and marketing teams to optimize customer journey experiences across communication channels. Through our prescriptive analytics solutions, we enable the alignment of enterprise strategy, empowering businesses to increase revenue through informed decision-making and strategic execution. Marchex provides conversational intelligence AI-powered solutions for market-leading companies in leading B2B2C vertical markets, including several of the world's most innovative and successful brands.

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

View source version on [businesswire.com](https://www.businesswire.com/news/home/20241030309464/en/): <https://www.businesswire.com/news/home/20241030309464/en/>

Marchex Investor Relations
Trevor Caldwell, 206-331-3600
ir@marchex.com

Source: Marchex