



Marchex® Marketing Edge Brings AI-Powered Marketing Optimization to Microsoft Azure Marketplace and AppSource

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Leverage advanced call tracking, precise marketing attribution, and award-winning AI-driven conversation analytics—now available via the Microsoft Azure AI Cloud Ecosystem.

SEATTLE--(BUSINESS WIRE)--Jun. 10, 2025-- Marchex (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to drive revenue acceleration and operational excellence, today announced that Marchex's Marketing Edge is now available on the Microsoft Azure Marketplace and AppSource. This strategic expansion builds on Marchex's prior partnership announcement, bringing Marketing Edge's proven call tracking, attribution, and award-winning AI conversational analytics to marketers so they can prove return on marketing investment, maximize advertising spend, and grow revenue.

Marchex's Marketing Edge empowers performance marketers to maximize campaign effectiveness by analyzing customer conversations and identifying inefficiencies—such as paid media driving leads to locations without service capacity, misaligned geo-targeting, or promotions that attract price-sensitive shoppers unlikely to convert—so they can reallocate spend and improve outcomes.

Key benefits of Marketing Edge for marketers include the ability to:

- Earn attribution for sales that marketing campaigns generate
- Know which channels, ads, and keywords generate high quality leads
- Optimize marketing investment and increase return on ad spend with recommendations and insights tailored to campaign data
- Understand customer perception of your brand, products, and pricing with industry-specific conversational analytics and benchmarking
- Identify data where you want it with native digital marketing integrations, APIs, and configurable reporting

Microsoft Azure is one of the world's leading cloud computing platforms, offering a vast range of services, from AI and machine learning to computing power, storage, and advanced analytics. Trusted by 95% of Fortune 500 companies, Azure powers critical workloads across industries globally. Marchex's Marketing Edge can be found in the [Azure Marketplace](#) and [AppSource](#).

"This is a significant step forward for enterprise marketing teams that need to understand how customer conversations are affected by their campaigns and how best to optimize their ROAS," said Edwin Miller, CEO of Marchex. "With Marketing Edge available in the Azure Marketplace and AppSource, enterprises can discover and deploy our powerful AI marketing solution, helping them to transform customer conversations into revenue growth."

"Through Microsoft Azure Marketplace, customers around the world can easily find, buy, and deploy partner solutions they can trust, all certified and optimized to run on Azure," said Jake Zborowski, General Manager, Microsoft Azure Platform at Microsoft Corp. "We're happy to welcome Marchex's solution to the growing Azure Marketplace ecosystem."

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 sales, marketing, service, operations, and executive teams to optimize customer journey experiences across omnichannel 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.

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