



## Marchex Receives 2025 AI Agent Product of the Year Award

July 31, 2025

*Recognition reinforces leadership in purpose-built AI solutions for automotive sales and service.*

SEATTLE--(BUSINESS WIRE)--Jul. 31, 2025-- [Marchex](#) (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to drive revenue acceleration and operational excellence, today announces that TMC, a global, integrated media company, has named Marchex Engage for Auto Sales & Service a winner of the 2025 AI Agent Product of the Year Award.

This prestigious award honors groundbreaking AI innovations that elevate performance and deliver outstanding business results across industries and functions.

Marchex Engage for Auto Sales & Service is purpose-built for automotive dealerships and service centers, combining conversation AI and industry-specific intelligence to turn everyday conversations into revenue-generating actions.

Key features include real-time alerts for high-value sales and service opportunities, sentiment tracking, AI-powered call summaries, and automated CRM logging, all powered by industry-trained AI. The Engage product understands the nuances of automotive conversations, enabling teams to act faster at the point when customer intent is highest, sell and service more automobiles, and reduce customer defection.

Additional highlights:

- **Automatic CRM creation:** Automatically creates a new CRM record if the customer does not already have one.
- **CRM updates from interactions:** Updates CRM records with relevant information from each customer interaction, including customer intent and outcome, vehicle and competitor interest, products, services, and customer experience.
- **Targeted outbound communication:** Enables outbound communication programs directly from the CRM, based on the customer's previous interactions, interests, and stage in the buying or decision-making journey.
- **Deal-recovery and coaching alerts:** Notifies staff in real-time of missed sales or service opportunities, enabling them to re-engage customers before they are lost.
- **Seamless CRM integrations:** Connects with automotive CRMs, including VinSolutions, eLead, and DealerSocket, to provide a comprehensive view of the customer and ensures the next action taken is the right one.

"We are thrilled that Marchex Engage for Auto Sales & Service has been recognized by TMC as 2025 AI Agent Product of the Year," said Edwin Miller, CEO of Marchex. "This award underscores the impact our Engage AI platform is having within the highly competitive automotive industry, empowering dealerships and service centers to achieve maximum value from every customer interaction along their automotive journey."

"It gives me great pleasure to recognize Marchex as a 2025 AI Agent Product of the Year Award recipient," said Rich Tehrani, CEO of TMC. "Our editors and judges were thoroughly impressed by the product's ability to streamline processes and deliver productivity levels never thought possible."

To learn more about Marchex Engage for Auto Sales & Service, visit: <https://www.marchex.com/solutions/automotive-solutions/>

### 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](http://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.

### About TMC

For more than 20 years, TMC has been honoring technology companies with awards in various categories. These awards are regarded as some of the most prestigious and respected in the communications and technology sector worldwide. Winners represent prominent players in the market who consistently demonstrate the advancement of technologies and are verifiable leaders in the marketplace.

TMC also provides global buyers with valuable insights to make informed tech decisions through its editorial platforms, live events, webinars, and online advertising. Leading vendors trust TMC's thought leadership and events for branding and lead generation. Learn more at [www.tmcnet.com](http://www.tmcnet.com) and follow [@tmcnet](#) on Facebook, LinkedIn, and X.

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