Marchex Launches Industry Benchmarking to Help Businesses Prioritize Key Performance Indicators

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New capability provides businesses with real-time visibility into how they compare to their peers across key performance indicators.

SEATTLE--(BUSINESS WIRE)--Oct. 1, 2025-- Marchex (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to drive revenue acceleration and operational excellence, today announces the launch of Industry Benchmarking within the Key Insights Dashboard of the Marchex Engage Platform. This new capability equips businesses with industry-specific benchmarks tied to the key performance indicators (KPIs) that matter most, helping leaders identify where they outperform the market and where they need to take actions to drive improvements.

Businesses have traditionally utilized Marchex for analyzing KPIs through historical trend analysis against internal metrics. With Industry Benchmarking, companies can now assess metrics such as conversation rate, lead rate, appointment set rate, and customer satisfaction KPIs in comparison to industry benchmarks, alongside receiving insights for performance improvement in areas such as sales, marketing, strategy, and operations. Marchex's Industry Benchmarking allows businesses to evaluate their performance in relation to industry peers, using KPIs based on data from millions of consumer interactions. Without access to industry benchmarking, it can be challenging for businesses to determine their relative performance and whether performance changes align with industry trends.

"Performance at the company and location level is best considered within a broader context. Benchmarking reveals both strengths and areas for competitive improvement," stated Troy Hartless, President and CRO at Marchex. "Our clients gain valuable insight into how their lead generation and conversion metrics compare to industry peers, enabling them to strategically focus on opportunities that drive revenue growth and relative performance improvements."

Business leaders have faced significant challenges in benchmarking data, often depending on costly, time-intensive, and complex third-party research to evaluate their standing within the industry. Marchex's benchmarking capabilities streamline this process, delivering standardized and accessible competitive insights.

Key benefits include:

- Real industry context, across mission-critical KPIs
- Visual indicators to quickly identify strong, average, or underperforming metrics
- Data-driven guidance to support leadership strategy, staffing, and budget allocation decisions

Benchmarks currently include industry-specific metrics such as:

- Conversation rate
- Lead rate
- Appointment rate
- Customer satisfaction (CSAT)
- Customer view of the business (VOB)

Industry Benchmarking is powered by Marchex's robust foundation of conversation analytics data across high-volume B2C industries. As part of the Key Insights Dashboard, this milestone reflects another step in Marchex's mission to transform customer conversation data into real-time, actionable intelligence that drives optimized business performance.

These new capabilities are available to eligible customers via an annual license.

To learn more, visit: https://www.marchex.com/products/conversation-intelligence/

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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