



Marchex Launches New AI-Powered Solution to Empower Senior Living Organizations to Boost Occupancy Rates, Increase Return on Ad Spend, and Improve Customer Journeys

October 20, 2025

New solution enables senior living communities to strategically increase move-ins, enhance family communication, and drive operational excellence.

SEATTLE--(BUSINESS WIRE)--Oct. 20, 2025-- [Marchex®](#) (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to drive revenue acceleration and operational excellence, today announced the launch of the Marchex Senior Living Solution, a new suite of AI-powered capabilities designed to help senior living organizations better optimize marketing spend, understand the specific needs of every prospect, and surface the key reasons potential residents choose to select or reject facilities.

In senior living, the lifetime value of a resident can be measured in hundreds of thousands of dollars but shrinking marketing budgets and challenges in assessing the quality and return from lead aggregators, combined with staffing challenges, necessitate vertically-specific solutions that are tailored to the needs of this industry. Built on Marchex's award-winning AI driven marketing and conversation intelligence platform, the Senior Living vertical solution converts everyday phone calls and other digital interactions from prospects into real-time actionable insights, so marketers and operators can create better experiences and optimize occupancy levels.

Challenges Facing Senior Living Operators

Senior living organizations manage increasing staffing costs, high turnover, and the need to provide consistent, high-quality service across multiple locations. They also face pressure to boost occupancy through improved lead conversion amidst heightened family expectations for resident care transparency and responsiveness, pricing, and availability. Traditional call tracking and survey methods frequently fail to identify the specific factors that prevent families from booking tours and make it difficult to accurately measure which marketing channels, locations, and agents produce the best results.

Driving Community Impact Through Industry-Specific AI Insights

- **Know Which Conversations are Leads, Caregivers, or Residents** – Accurately identify and categorize the intent and outcome of every conversation, using AI trained specifically for senior living conversations. Marketers can now optimize media spend toward high quality leads, A/B test content on web pages, and augment their CRM and CDP with highly relevant structured data about every conversation.
- **Ensure Missed Appointments Can be Recovered** – Not every interaction in the sales process is handled perfectly, especially with staff turnover and often complex prospect needs. Create alerts that route to another team member to review and potentially follow up with prospects with clear intent.
- **Better Address Questions and Family Concerns** – Detect recurring topics, such as insurance coverage, caregiver involvement or billing to guide marketing content and staff communication playbooks.
- **Improve Operations Across Multiple Care Facility Locations** – Track conversion KPIs and CSAT across multiple locations to guide better informed decisions at the community or regional level. Quickly identify best practices that drive new residents and pinpoint areas for improvement with insights and recommendations specifically tailored to your business or individual locations.

“The decision to explore senior living options is one of the most important and potentially stressful decisions for any family. Marchex AI is a vital part of the marketing, selling, and care processes,” said Troy Hartless, President and CRO at Marchex. “Marchex’s Senior Living solutions empower marketers to maximize return on customer acquisition budgets by precisely targeting and re-targeting the right audiences. Just as importantly, marketers can equip their sales and operations teams with timely, actionable insights across the entire customer journey—ensuring every team, from the contact center to the sales director to community care staff, can deliver exceptional experiences.”

Core AI Features Built for Senior Living

- **AI Categorization of Every Conversation** – See key insights for every conversation and their outcome. Understand the potential of each inquiry and why families reach out so teams can be responsive and efficient in their interactions with potential residents. Refine lead generation and ensure re-targeting campaigns exclude non-pipeline contacts – such as vendors, physicians, caregivers, or job applicants – who often account for a significant share of call volumes.
- **Clustered and Generative Topics** – A curated list of more than 30 important topics, such as pricing, insurance, amenities, and interests, along with a generative list of topics enables customers to spot emerging changes or important emerging issues across different types of conversations.

For more information, visit 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 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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20251020251692/en/): <https://www.businesswire.com/news/home/20251020251692/en/>

Public Relations

Scott Rupp

srupp@marchex.com

Marchex Investor Relations

Trevor Caldwell, 206-331-3600

ir@marchex.com

Source: Marchex