



Marchex Announces New AI Search Attribution Capability, Enabling Businesses to Capture LLM-Driven Call Sources and Link Them to Outcomes

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Closing the visibility gap as AI assistants like ChatGPT, Gemini, and Perplexity drive more customer calls.

SEATTLE--(BUSINESS WIRE)--Dec. 10, 2025-- [Marchex®](#) (NASDAQ: MCHX), which harnesses the power of AI and conversation intelligence to provide actionable insights derived from prescriptive vertical-market data analytics, today announced a new key enhancement within its Engage Platform: the ability for businesses to accurately attribute and analyze LLM-driven phone calls resulting from consumers receiving brand information directly in an LLM search result, even when those customers never visit the company's website.

As AI search assistants such as ChatGPT, Gemini, Perplexity, and Copilot increasingly influence how consumers research solutions to problems and search for and evaluate businesses, marketers face a growing visibility gap at the very start of the customer journey. Marchex's new capability enables businesses to identify when AI-search discovery directly leads to customer engagement, conversations, and revenue.

Uniting DNI, AI-Powered Conversation Intelligence, AEO, and GA4

Marchex's new capability brings together four essential components of modern attribution:

- **DNI** — When Marchex Dynamic Number Insertion is enabled for LLMs, trackable phone numbers are shown to consumers, allowing businesses to see when a consumer query in an AI search engine results in a phone call.
- **AI-Powered Conversation Intelligence** — Marchex AI helps businesses understand every detail of each conversation (including those driven by LLM consumer searches), such as customer intent and conversation result, product or service of interest, the value of each lead, consumer sentiment, agent performance, and revenue outcomes.
- **AEO** — Answer Engine Optimization increases visibility in AI-generated search results and recommendations.
- **GA4 Integration** — unifies online digital and offline call activity into a single analytics view.

Together, these components form a comprehensive attribution framework designed for the AI-first era of customer engagement.

New Attribution Capability for AI-based Zero-Click Search

When AI search engines show phone numbers, customers can call right away—without visiting a landing page. This removes predominantly all traditional attribution signals.

With this enhancement, Marchex enables organizations to:

- Attribute AI-driven, DNI-enabled phone calls—even when customers never visit a website
- Identify which AI search engine (LLM) surfaced the business's phone number
- Use AI conversation intelligence to measure call intent, call quality, and revenue outcomes
- Push call events directly into GA4 for unified analytics

"AI search is transforming how customers begin their journey," said Troy Hartless, President and CRO at Marchex. "Our new capability helps businesses maintain visibility as discovery shifts toward AI-driven answers, giving them the clarity to understand how customer conversations begin and how they impact revenue."

Connecting Calls to GA4 for Unified Attribution

As enterprises use Google Analytics 4 (GA4), tracking both online activities and offline call interactions becomes increasingly essential. Marchex's enhanced AI search attribution makes this even more valuable.

With DNI-powered call attribution inside GA4, organizations can:

- See AI-driven phone calls logged as GA4 events
- Tie calls to campaigns, channel groupings, or AI search (AEO) strategies
- Track multiple call milestones (e.g., call start, qualified lead, appointment booked)
- Compare AI search performance alongside traditional digital channels
- Boost ROI by linking AI-powered discovery to engagement and results

"By expanding our DNI capability to capture AI search activity, we provide organizations with a trusted way to measure performance, validate significantly increasing AEO efforts, and make better informed decisions as AI discovery continues to evolve," added Hartless.

Defining the Next Chapter of Attribution

As AI search grows into a dominant channel for consumer discovery, Marchex is helping businesses adapt with:

- Visibility into AI-driven call sources
- Accurate attribution without requiring website clicks
- Unified analytics through GA4
- Outcome-centric insights tied directly to revenue
- An attribution architecture built for evolving AI search behaviors

Marchex's new AI search attribution capability marks a key step in how companies understand and improve customer journeys—beginning where AI-driven discovery starts.

About Marchex

[Marchex](#) harnesses the power of AI and conversation intelligence to provide actionable insights derived from prescriptive vertical-market data analytics. The Company enables organizations across business functions to optimize customer acquisitions and experiences, transforming conversations into valuable business outcomes. Marchex provides AI-powered conversation intelligence solutions for market-leading companies in leading B2B2C vertical markets, including many of the world's most innovative and successful brands.

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