



## Marchex to Showcase How Franchise Brands Turn Customer Conversations into Revenue Growth and Operational Consistency at IFA 2026

February 19, 2026

*AI-powered conversation intelligence platform provides franchise brands with clear visibility into lead handling, conversion performance, and growth opportunities across their organizations.*

SEATTLE--(BUSINESS WIRE)--Feb. 19, 2026-- Marchex® (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to provide actionable insights derived from prescriptive vertical-market data analytics, today announced its participation at the 2026 International Franchise Association (IFA) Convention, where it will showcase how franchise brands turn customer conversations into higher booking rates, increased marketing ROI, and more consistent performance across their networks.

For both marketing and operations leaders, inbound calls remain one of the largest revenue drivers—and among the least measured. Marketing teams are increasingly responsible for revenue impact and return on ad spend, but they lack detailed visibility into how leads are managed and optimized across different locations. Operations leaders face similar challenges, with inconsistent call handling causing gaps in customer experience and missed revenue opportunities.

Marchex addresses these issues by analyzing customer conversations across every franchise location and delivering clear, actionable insights that identify lead outcome, lead reason, lead value, and customer satisfaction. Combined with Marchex's new Agent Performance Suite — which measures agent behaviors, provides targeted coaching, and assesses AI voice agent performance — franchisors gain the visibility needed to reduce performance variability, boost conversion efficiency, and scale best practices across various sectors, including home services, automotive, healthcare, and multi-unit retail.

Marchex's AI-powered conversation intelligence platform is specifically built for nationwide, multi-location franchise systems that need to:

- Identify where marketing-generated leads fail to convert and why
- Improve conversion rates and booking outcomes across locations
- Detect systemic friction points, inflating cost per lead
- Strengthen human and AI agent performance through data-backed coaching
- Surface emerging customer needs and market trends that inform smarter campaign strategy

"Franchise owners require visibility into how each customer conversation impacts performance across all their locations," said Troy Hartless, President and CRO at Marchex. "Our AI-powered solutions provide the clarity needed to increase conversion rates, improve execution, and accelerate franchise-wide growth."

IFA 2026 attendees are invited to visit Marchex at Booth #407 to see how leading home services and franchises use conversation intelligence to improve marketing efficiency, boost conversion rates, and scale best practices across their networks. Those unable to attend can also schedule a virtual demonstration.

### 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.

Please visit <http://www.marchex.com/>, [www.marchex.com/blog](http://www.marchex.com/blog) or @marchex on X (formerly Twitter) ([x.com/Marchex](https://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/20260219810320/en/): <https://www.businesswire.com/news/home/20260219810320/en/>

### Public Relations

Scott Rupp  
[srupp@marchex.com](mailto:srupp@marchex.com)

Source: Marchex