



## Marchex Launches Groundbreaking Call DNA and Dynamic Tracking Technologies to Transform Mobile Advertising Measurement and Performance

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SEATTLE--(BUSINESS WIRE)--Oct. 7, 2013-- [Marchex, Inc.](#) (NASDAQ:MCHX), a mobile advertising technology company, today released two new technologies, Call DNA and Dynamic Tracking, designed to significantly lower customer acquisition costs for advertisers by providing insights into which calls convert into sales. These patent-pending technologies provide a new and deeper level of customer conversion data generated by ad campaigns.

[Call DNA and Dynamic Tracking](#) also create greater consumer privacy protection and increase time efficiency for advertisers who no longer have to listen to calls to understand customer conversations.

"Historically, listening to customer call recordings has been an impossible task at scale for businesses receiving huge volumes of calls," said Warren Kay, Executive in Residence at BIA Kelsey. "Technology that removes this massive pain point is a big step forward for the industry because it helps businesses do what they do best – serve customers."

Call DNA and Dynamic Tracking are part of the Marchex Call Analytics platform and address long-standing advertiser challenges. For years, advertisers have struggled to understand the quality of inbound phone calls coming from their digital ad campaigns. Because of rapid smartphone adoption, call volumes are increasing, which has intensified the need for a solution. In fact, Google released a study last month showing that 70% of consumers searching on mobile [call businesses directly from their phones](#).

Now, with the launch of Call DNA and Dynamic Tracking, businesses can cost-effectively determine which keywords or impressions in these calls lead to high-quality customer conversations and sales at scale.

Call DNA provides:

- A simple, easy-to-understand visual of what happens on phone calls using automated call scoring technology.
- A break-down of what leads to improved sales and overall business performance.

Dynamic Tracking provides:

- Details on what, exactly, triggered a phone call from a mobile consumer to an advertiser. This includes specific keywords, ad impressions and Web-based sessions.
- Easy campaign optimization to drive more calls from new customers.

Marchex's technologies also shed new light on flawed metrics which have been traditionally used to measure customer outcomes. For instance, the length of time a customer spends on the phone with a business often has been a standard indicator of a "good" call. However, data from Call DNA trials reveals that callers often stay on hold for long periods of time without connecting to an agent.

"These products are a significant advancement for our customers. As mobile continues to grow, marketers are increasingly unable to close the loop between which online actions drive an actual conversation and, ultimately, a sale," said Pete Christothoulou, President of Marchex. "Call DNA and Dynamic Tracking provide actionable insights that can transform advertising performance. We've seen these products improve ad performance by more than 25% and are excited to see the technologies yield leaner, more efficient advertising budgets for our customers."

To learn more, visit <http://www.marchex.com/call-analytics/CallDNA>

### ABOUT MARCHEX

[Marchex](#) is a mobile advertising technology company. The company provides a suite of products and services for businesses that depend on consumer phone calls to drive sales. Marchex's mobile advertising platform delivers new customer phone calls to businesses, while its technology analyzes the data in these calls to help maximize campaign results. Marchex disrupts traditional advertising models by giving businesses full transparency into their ad campaign performance and charging them based on new customer acquisition. Learn more at [www.marchex.com](http://www.marchex.com) or follow [@marchex](#) on Twitter.

Source: Marchex, Inc.

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