



## Marchex and [24]7 Partnership Delivers Digital Marketing Automation for Inbound Call Campaigns

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*Partnership enables marketers to integrate and measure offline calls, gain untapped insights, and optimize customer acquisition campaigns*

SEATTLE & CAMPBELL, Calif.--(BUSINESS WIRE)--Dec. 8, 2016-- [Marchex](#) (NASDAQ:MCHX), a mobile advertising analytics company, and [\[24\]7](#), a global leader in customer engagement solutions, announced a strategic partnership designed to maximize media efficiency for digital advertising campaigns that drive sales through inbound phone calls. The partnership allows marketers to tie offline outcomes, including incoming phone calls, to every digital media asset, including paid search, Web sites and chat.

Consumers place billions of phone calls to businesses each year directly from mobile advertisements and other digital marketing channels. According to research and advisory firm BIA/Kelsey, 'click-to-call' commerce drives more than \$1 trillion in consumer spend, but marketers lack the necessary data or attribution to optimize offline sales conversions. By integrating offline data that Marchex provides into the [24]7 Customer Acquisition Cloud, marketers can gain new insights that enable them to optimize bids, digital media campaigns and overall marketing investments.

The [\[24\]7 Customer Acquisition Cloud](#), which includes [24]7 Chat, [24]7 Personalization and [24]7 Predictive Search Bidding, enables marketers to better influence consumers at every touch point. Leveraging more than 1.5 billion consumer interactions that happen annually on the [24]7 platform, the [24]7 Customer Acquisition Cloud enables marketers to increase their understanding of how media spending is driving revenues and adapt their strategies across digital marketing campaigns, including search, display, social, mobile and video.

Under the partnership, the Marchex Analytics platform measures offline sales, audiences and consumer intent from digital advertisements across every channel and every device, allowing the [24]7 Customer Acquisition Cloud to measure and automate digital campaigns that drive to offline sales.

Marchex provides the industry's leading platform that delivers 100% keyword level attribution for all calls from paid search. Marchex Search Analytics will deliver automated insights on every phone call directly into [24]7 Predictive Search Bidding, including call outcomes and Interactive Voice Response (IVR) inputs.

"Without proper attribution, it's impossible to optimize marketing investment," said Scott Horn, chief marketing officer for [24]7. "Offline sales, including phone calls, are a key part of this optimization and through this integration with Marchex, we can help companies drive instant media efficiency for search campaigns that drive phone sales. For the first time, marketers can use call attribution to help personalize display, web and social campaigns."

"High-frequency bidding offers exciting new capabilities, but until now, brands that drive phone calls from paid search have been unable to take advantage of them," said Ben Fitzpatrick, Director of Alliances for Marchex. "Our partnership with [24]7 empowers our enterprise customers for the first time to incorporate phone sales, chat, site personalization and paid search as part of a closed-loop. This new insight will help them quickly maximize revenue from limited marketing budgets."

### About [24]7

[24]7 is redefining the way that companies interact with consumers. The company's customer engagement platform assists several hundred million visitors across all channels, and engages in more than 1.5 billion conversations annually, most of which are automated. Using [24]7 solutions, many of the world's largest and most recognizable brands are anticipating and acting on consumer intent to create more personalized customer experiences. This shift to an intent-driven engagement strategy results in an order of magnitude improvement in digital adoption, customer satisfaction, and revenue growth. For more information, visit: <http://www.247-inc.com>.

[24]7 is a registered trademark of 24/7 Customer, Inc. All other brands, products or service names are or may be trademarks or service marks of their respective owners.

### About Marchex

[Marchex](#) is a mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touch points in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

Please visit [www.marchex.com](http://www.marchex.com), [www.marchex.com/blog/](http://www.marchex.com/blog/) or @marchex on Twitter ([twitter.com/Marchex](https://twitter.com/Marchex)), where Marchex discloses material information from time to time about the Company, its financial information, and its business.

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