# Improve your marketing ROI by making smarter media buys

Marchex® Marketing Edge is an innovative, easy-to-use conversation analytics solution that enables marketers and agencies to make data driven decisions that improve their digital marketing performance.

Identify which campaigns and channels are driving inbound calls, evaluate those conversations, and deliver actionable insights to maximize ad spend. Transform the customer experiences you create by identifying the emotions and perceptions from customer conversations.
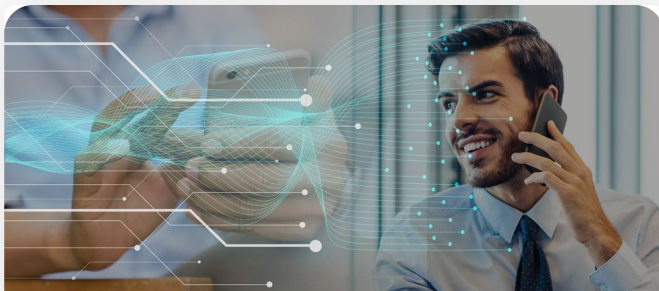
Track Calls
Know which marketing efforts generate inbound calls.

Increase ROI
Understand call outcomes using Conversation Intelligence.

Prove Performance
Attribute leads and conversions back to your marketing campaigns.

Understand Sentiment
Tailor your customer satisfaction efforts by combining conversation context with emotion analysis.

Key Capabilities and Benefits

AI-Focused Insights

- Transform everyday conversations into actionable insights with AI-powered solutions that go beyond traditional call tracking.
- Attribute conversions accurately, prioritize high-value leads, and identify trends that demonstrate marketing impact.
- Gain contextual insights into the "why" behind customer actions to refine campaigns and elevate results.
- Tailored signals meet your unique needs, delivering actionable data to optimize resources and maximize ROI.
- Identify high-impact leads, adjust strategies based on conversion trends, and strengthen campaign relevance.
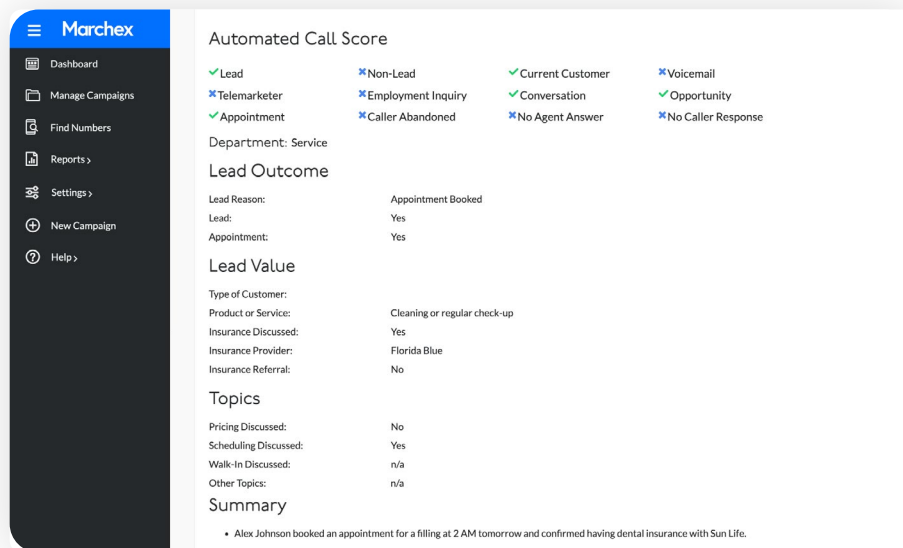

Automated Call Score
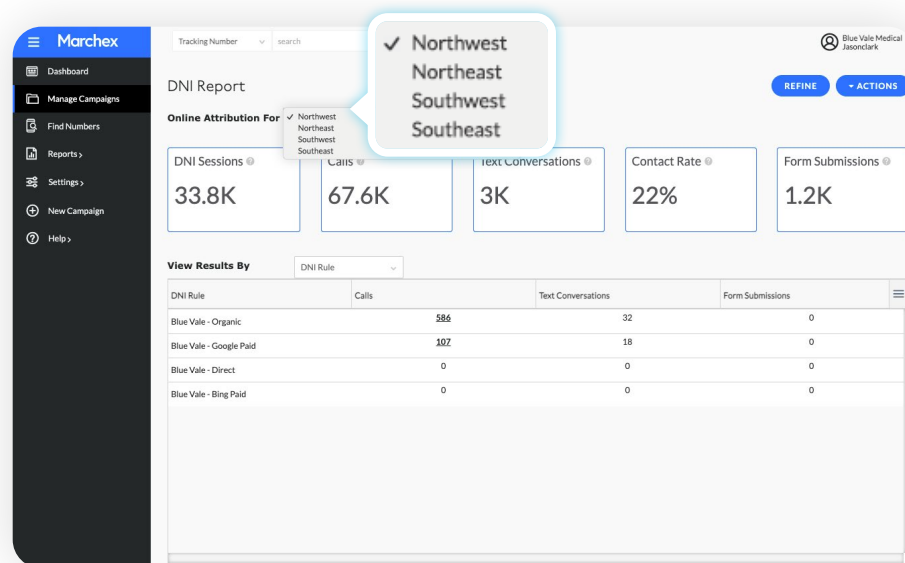
Online Attribution for Business Locator Pages

Online Attribution for Business Locator Pages

- Add powerful, granular attribution to your marketing with the industry's best-in-class DNI solution.
- Supports a wide range of use cases, from a small business with a single location to an enterprise with many locations.
- Manage and organize your attribution efforts in a way that is tailored to your business needs.
- View reporting data targeted to your audience and filter data relevant to your business division so you can make marketing decisions faster.
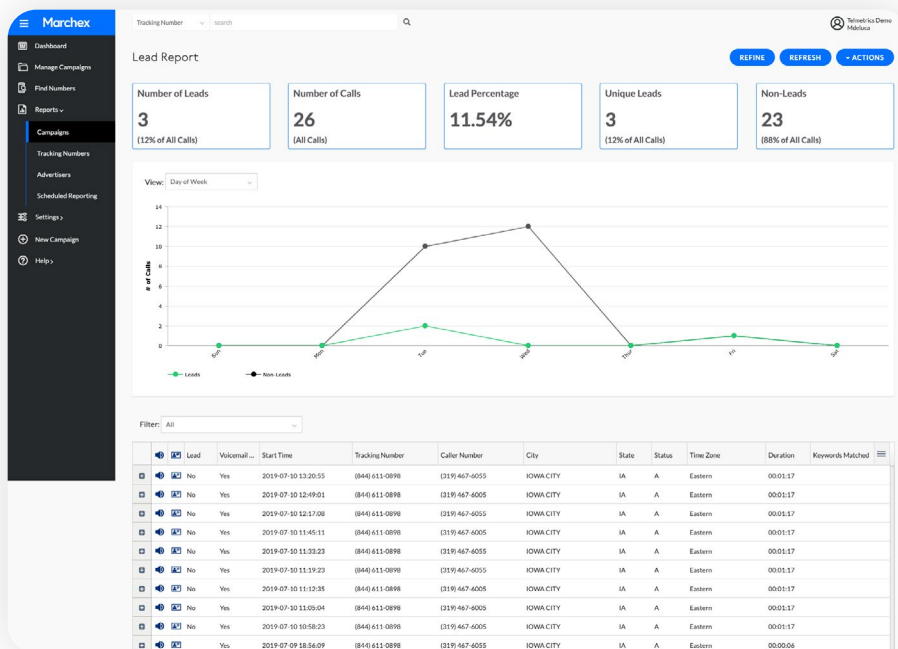
Leads Report

Increase ROI

- Tie conversion results to phone calls.
- Customize the customer journey using session-level data.
- Identify the most effective campaigns and channels based on lead scoring.
- Map keywords to call outcomes using pre-set and customizable AI signals.
- Upload call outcome data into Google Ads, Microsoft Advertising, and more.
- Get insights from call summaries to quickly analyze conversations.

Prove Performance

- Identify the most effective campaigns and channels based on lead scoring.
- Map keywords to call outcomes using preset and customizable AI Signals.
- Associate Web site tags to phone call outcomes.
- Upload call outcome data into Google Ads, Bing, Facebook, and more.
- Access call summaries, call recordings, transcripts, and caller ID directly within the UI.
- Tag and label calls to make better data-driven decisions.
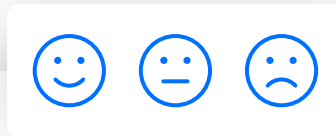
Redaction

Protect customer privacy through:

- PCI Redaction
- Social Security Number Redaction
- General Number Redaction

DNI Report

Sentiment Analysis
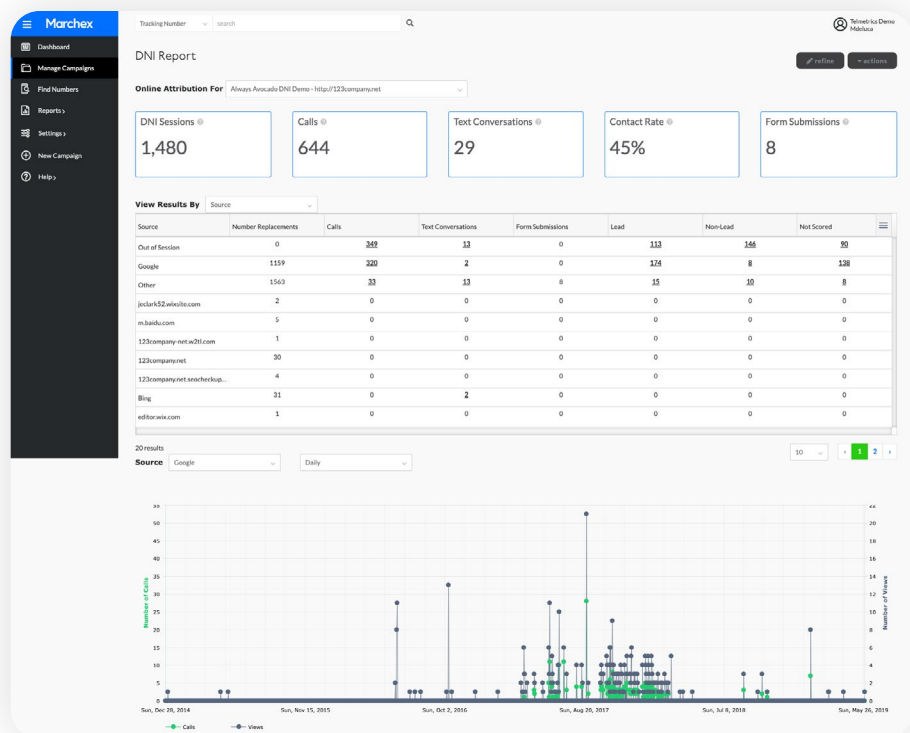
Understand Sentiment

- Gain a profound understanding of emotional dynamics within customer interactions.
- Elevate CSAT by understanding and addressing emotional drivers.
- Obtain a granular view of customer emotions to identify not only which customers are upset, but why they are frustrated.
- Combine caller emotion with business perception to determine whether customers are likely to recommend your business or leave a negative review.
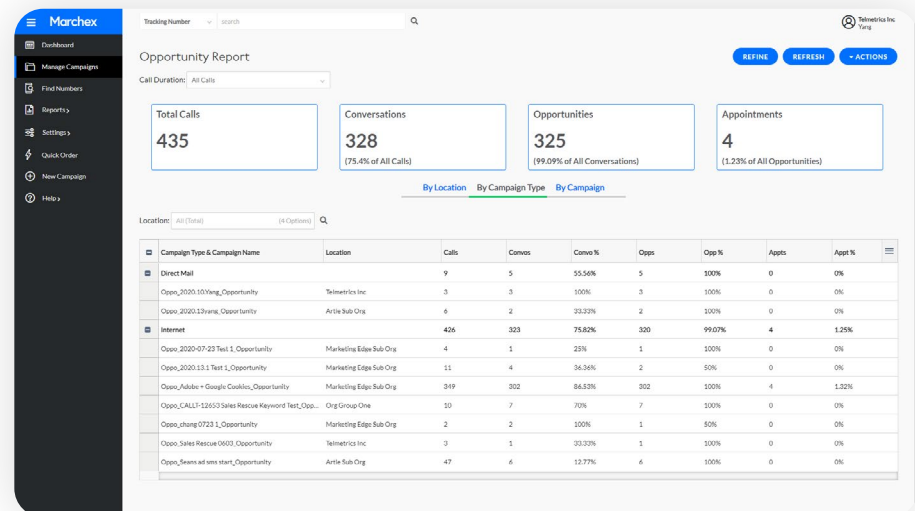
Opportunity Report

- Provides a clear view into the quality of marketing-driven calls.
- Granular data shows you the performance of your campaigns by location, campaign, and campaign type.
- Give Management a quick and easy way to see how your marketing efforts drive high quality calls, and how Sales is converting those calls.

Opportunity Report

Stop wasting media dollars on new customer conversations that don't result in sales. Know the outcomes with Marchex Marketing Edge.

Questions? We're here to help.
Marchex.com