

# Marketing Edge

Attribution, Call Tracking, and AI Conversational Analytics for  
Data-Driven Marketing Teams

# Marchex Marketing Edge



## **Powerful AI Insights**

Go beyond call tracking  
to reveal the 'why'  
behind customer actions.



## **Increase ROI**

Understand call  
outcomes using  
Conversation  
Intelligence.



## **Prove Performance**

Attribute leads and  
conversions to your  
marketing campaigns.



## **Understand Sentiment**

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



# Know which marketing efforts generate inbound calls



Get real-time total call count by ad, campaign, channel, or session to understand the source.



Identify trends using customized reporting and an easy-to-use KPI dashboard.



Block unwanted calls with Clean Call®.



Use call recording to track what's happening on the call.



# Understand call outcomes using Conversation Intelligence



Tie conversion results to phone calls.



Customize the customer journey using session-level data.



Identify the most effective campaigns and channels based on lead outcome, lead value, and topics.



Map keywords to call outcomes using pre-set and customizable AI signals.



Gain insights from call summaries to quickly identify caller intent and call outcomes.



Obtain sentiment insights into the hidden emotions and perceptions that impact customer relationships.





# Attribute leads and conversions to your marketing campaigns



Identify the most effective campaigns and channels based on lead outcome, lead value, and topics.



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, sentiment analysis, call recordings, transcripts, and caller ID directly within the UI.

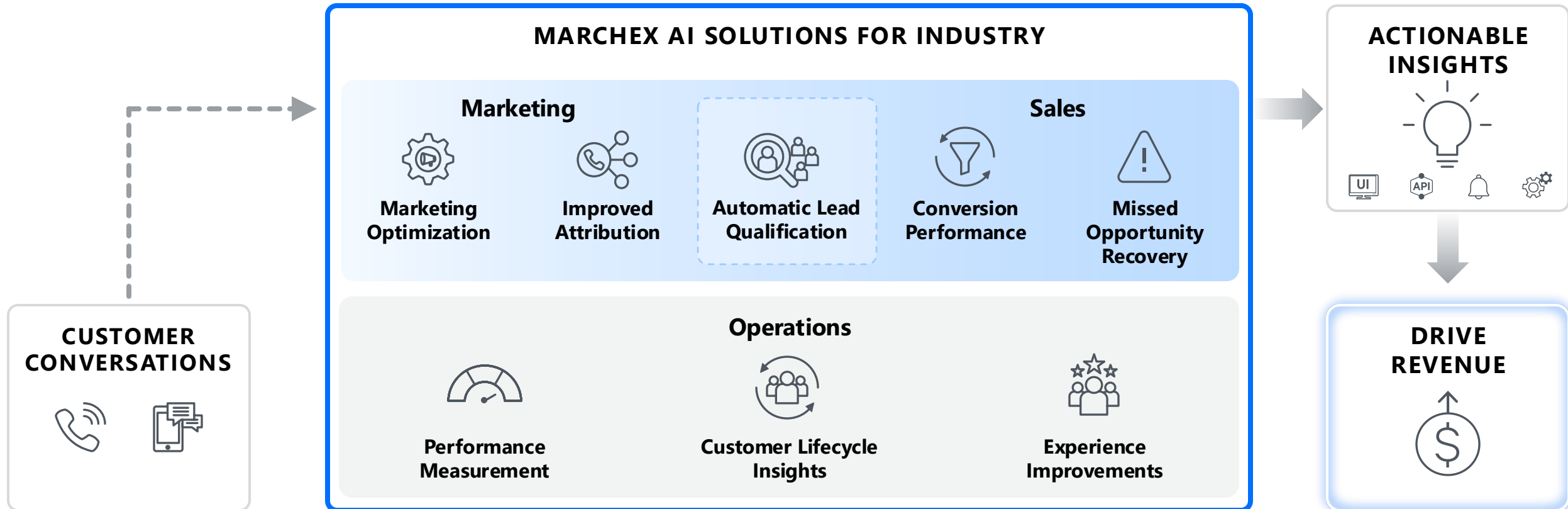


Tag and label calls to make better data-driven decisions.

# AI-Driven Conversational Analytics

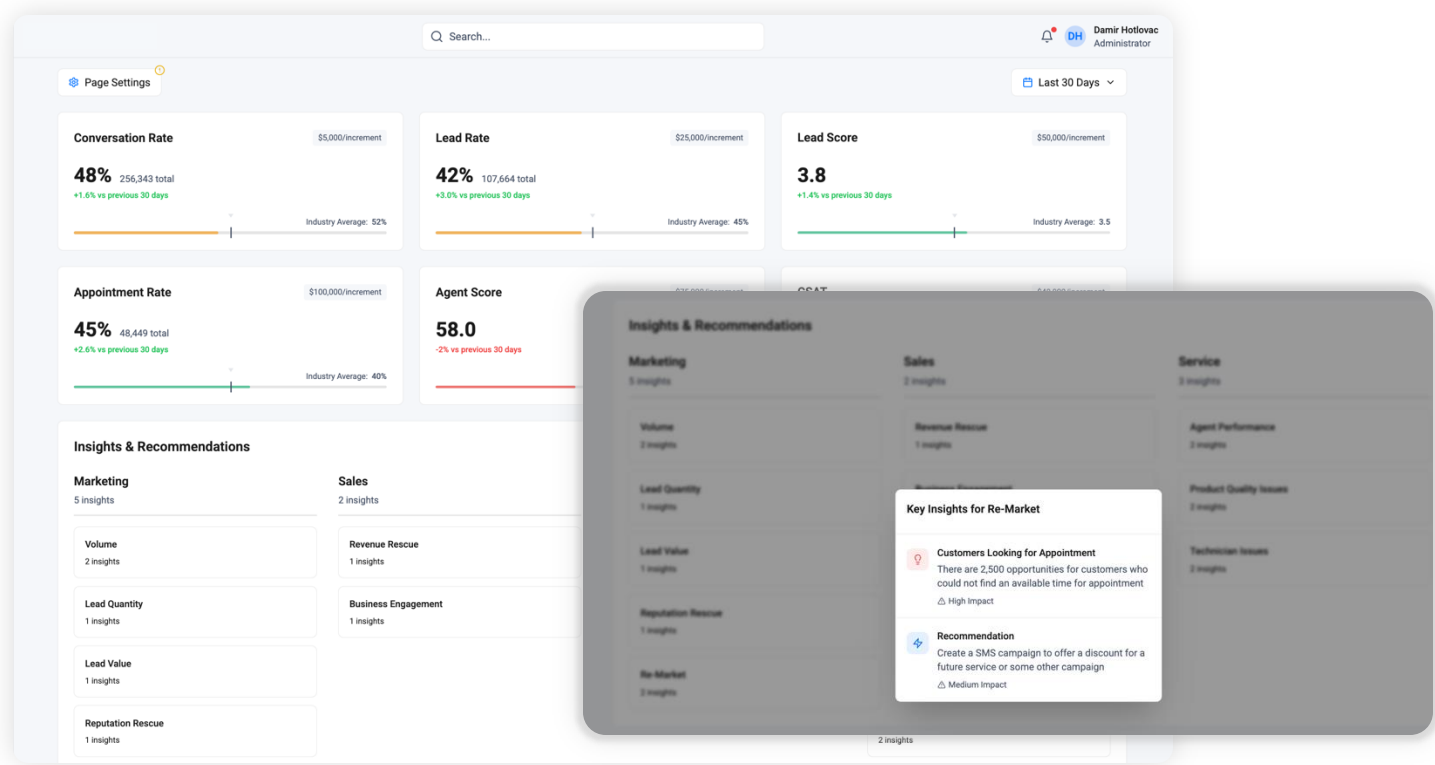
# AI-Powered Insights for Better Business Outcomes

Transform Everyday Conversations into Meaningful Results



# Key Metrics & Insights

Understand how your business is performing, factors impacting key metrics, and recommendations to grow revenue.



Key Metrics driving business performance



Quantifiable revenue impacts and cost savings recommendations



KPI Benchmarking for select Industries



Insights identify factors impacting performance with Recommended actions



# Make Smarter, Faster Winning Decisions!

Key metrics and insights to prove – and optimize – marketing performance



## Identify the Best

Tie Campaign Performance to generation of **high-quality Leads**



## Adjust for Success

Uncover **customer intent and preferences** to refine marketing strategies



## Drive to Optimize

Identify **high value leads** to optimize automated bidding strategies



## Value Leads the Way

Associate marketing initiatives to strategic business objectives with **lead value indicators**



## Conversions that Matter

Go beyond lead conversion and directly link **marketing initiatives to revenue** via Appointment and/or Sale\*

\* Sale outcome currently only available in Auto Services and Universal AI solutions for industry

# Industry Specific Insights

AI-powered signals designed to identify quality leads, relative lead value, and trending topics based on how you do business.



## Lead Outcome

### LEAD CATEGORY

- Lead
- Appointment

### LEAD REASON

Why a conversation did or did not convert



## Lead Value

### LEAD VALUE INDICATORS

Indicators of the relative value of a lead

### LEAD VALUE SCORE

(COMING 2025)

Score produced based on value Indicators



## Topics

### CLUSTERED TOPICS

Grouped conversation themes

### GENERATIVE TOPICS

Organic, un-grouped conversation themes

*Auto Services*

*Auto Sales*

*Dental*

*Medical*

*Home Services*

*Universal*

*Multi-Vertical*

# Sentiment Suite Use Cases



## Themes of Frustration

What topics are causing the most frustration for customers?



## Reputation Management

Create alerts and reach out to customers who had positive experiences to solicit a positive review  
(Or negative experiences to try to prevent negative reviews)



## Replace Surveys

The sentiment suite provides a survey of the customer experience on every call, not just on the low % of people who reply to surveys



## Agent Performance

Identify the agents (as well as the behaviors) who provide the customer experience that results in a positive view of the business



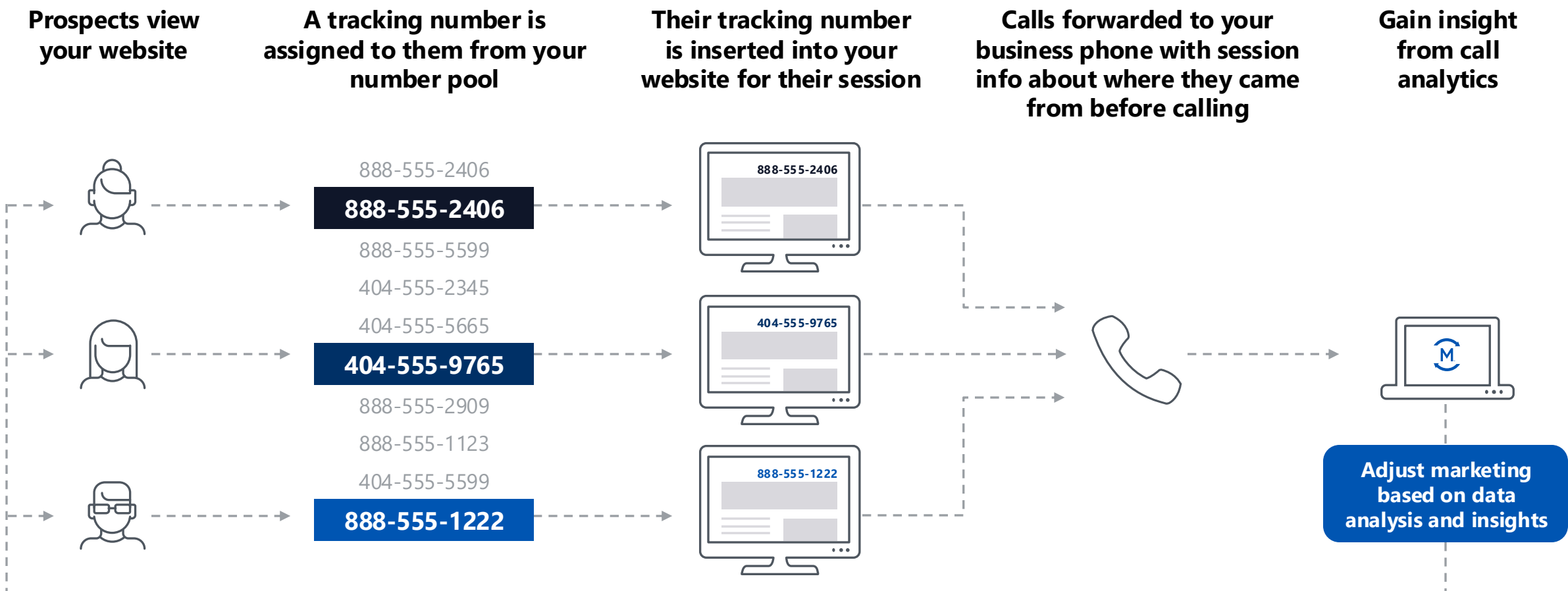
## Replace Transcripts

The various unstructured fields provide focused pictures of what took place on the call

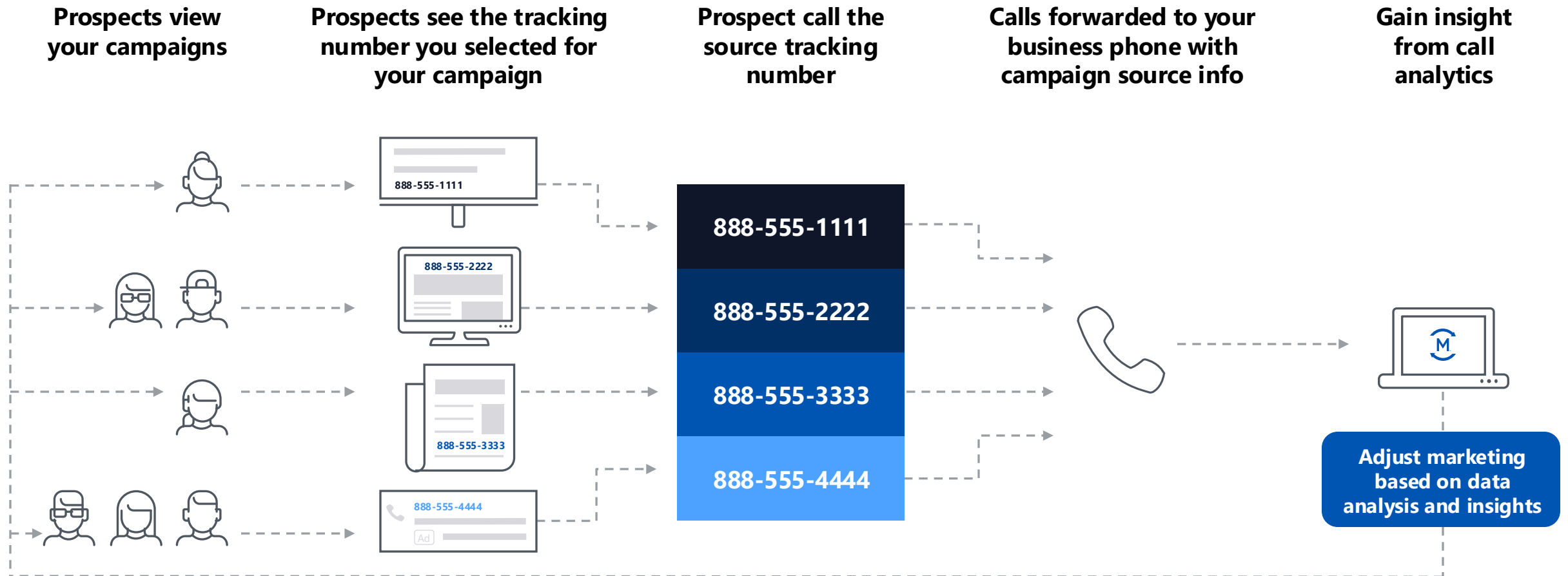
# Call Tracking & DNI Attribution



# How does Session Call Tracking work?



# How does Dynamic Number Rotation work?



# **Ready to see what Marketing Edge can do for your business?**

**[Marchex.com/Contact-Us](https://Marchex.com/Contact-Us)**