



Marchex Offers New Relief for Businesses Struggling with the Robocall Epidemic

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Clean Call® adaptive robocall blocking uses artificial intelligence and voice biometric technology to learn, adapt and beat robocallers at their own game

SEATTLE--(BUSINESS WIRE)--Nov. 1, 2019-- Marchex (NASDAQ: [MCHX](#)), a leading provider of call analytics that drive, measure, and convert callers into customers, today announced that Clean Call, Marchex's robocall blocking solution, will be powered by new AI-driven technology that makes robocallers' jobs much more difficult.

Adaptive robocall blocking, Marchex's latest advancement, uses a combination of artificial intelligence and voice biometric technology to prevent these ever-growing, nefarious calls from clogging business lines. The new, patent pending Clean Call technology works by dynamically identifying new robocalls as they occur and uses that intelligence to detect, classify and block the calls. Clean Call already blocks millions of spam calls and robocalls every month, according to Marchex data.

"Though seen mostly as nuisances for residential and mobile phone customers, robocalls can significantly add to the cost of doing business across a number of multi-billion dollar industries," explained Dan Miller, lead analyst at Opus Research, a firm with long-standing expertise in biometric-based technologies. "Marchex's Clean Call is an ingenious, adaptive service that combines elements of artificial intelligence with voice biometrics to detect and block both known and newly recognized robocallers. It is a potential game-changer."

In recent years, the United States has experienced a dramatic escalation of robocalls. According to YouMail, robocalls grew by nearly 57% in 2018 with an estimated 47.8 billion robocalls made in the U.S., compared to 30.5 billion robocalls in 2017.

The use of voice biometric technology in Clean Call adaptive robocall blocking represents an expansion of Marchex's growing AI innovation. In August, Marchex announced conversational AI technology that included a new voice biometric model which automatically determines the identity of the salesperson on a call.

This latest release showcases how Marchex has harnessed its voice biometric technology to make major enhancements to Clean Call, giving businesses an even more powerful tool to combat robocalls.

"We reimagined robocall blocking as an intelligent system that could adapt as robocallers changed tactics," said William Li, Vice President of Engineering at Marchex. "This is a marked advancement over other products on the market, which block calls using cumbersome technology that cannot keep up with fast-evolving robocallers. Marchex's Clean Call adaptive robocall blocking will be robocallers' worst enemy."

About Marchex

Marchex understands that the best customers are those who call your company – they convert faster, buy more, and churn less. Marchex provides solutions that help companies drive more calls, understand what happens on those calls, and convert more of those callers into customers. Our actionable intelligence strengthens the connection between companies and their customers, bridging the physical and digital world, to help brands maximize their marketing investments and operating efficiencies to acquire the best customers.

Please visit the Marchex [blog](#) or @marchex on Twitter (Twitter.com/Marchex) to learn more.

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