



Marchex and Solera Form Collaborative AI Partnership

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SEATTLE--(BUSINESS WIRE)--Feb. 25, 2026-- [Marchex](#)® (NASDAQ: MCHX), which harnesses the power of AI and conversation intelligence to provide actionable insights derived from prescriptive vertical-market data analytics, announced today a new integration with Solera, a leading SaaS platform for automotive dealerships.

Key Benefits for Auto Dealerships

Marchex maximizes efficiency and revenue potential for dealerships by greatly reducing or eliminating manual data handling with Solera when using Marchex.

Troy Hartless, President and CRO of Marchex, said: "Auto dealers rely on speed, accuracy, and data-driven insights to maximize every customer interaction. Our integration with Solera eliminates inefficiencies and helps sales teams focus on closing deals instead of administrative tasks. This is strategically vital for dealerships looking to drive revenue."

"Adding Marchex to our partner network contributes to the growth and success of our dealer customers," said Solera's Senior Business Development Manager Greg Hammond. "Solera's integration program is based on open standards so that valued partners, such as Marchex, can easily integrate. The open integration program keeps costs low, saving dealers money while providing them with more value-added features and functionality."

About Solera

Solera is the global leader in vehicle lifecycle management solutions, spanning automotive software-as-a-service, data, and services. Through four lines of business – vehicle claims, vehicle repairs, vehicle solutions, and fleet solutions – Solera is home to many leading brands in the automotive and vehicle ecosystem, including Identifix, Audatex, DealerSocket, Omnitracs, LoJack, Spireon, eDriving, cap hpi, Autodata, and others. Solera's solutions empower customers to succeed in the digital age by providing a one-stop platform that streamlines operations, delivers data-driven insights, and enhances customer engagement – helping clients drive sales, improve retention, and increase profit margins. Solera serves over 280,000 customers and partners in more than 120 countries. For more information, visit www.solera.com.

About Marchex

Marchex harnesses the power of AI and conversation intelligence to provide actionable insights derived from prescriptive vertical-market data analytics. The Company enables organizations across business functions to optimize customer acquisitions and experiences, transforming conversations into valuable business outcomes. Marchex provides AI-powered conversation intelligence solutions for market-leading companies in leading B2B2C vertical markets, including many of the world's most innovative and successful brands.

For more information, please visit www.marchex.com, www.marchex.com/blog, or follow @marchex on X (x.com/Marchex), where Marchex discloses material information from time to time about the company and its business.

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