PDS Health Enhances Marketing Performance with Marchex Conversation Intelligence

March 9, 2026

AI-powered insights help PDS Health strengthen marketing measurement, improve campaign performance, and drive more efficient patient acquisition.

SEATTLE--(BUSINESS WIRE)--Mar. 9, 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 that PDS Health®, a leading nationwide integrated healthcare support organization that helps dental, dental specialty, and primary care practice owners grow successful practices, has expanded its use of Marchex's platform to gain deeper visibility into marketing-driven patient engagement and improve conversion performance.

With campaigns across multiple marketing channels, PDS Health needed a seamless way to understand how customer acquisition campaigns translate into scheduled appointments and measurable outcomes. By leveraging Marchex's AI-powered conversation analytics and native integrations, the PDS Health marketing team can attribute marketing activity to engagement trends and conversion signals in a privacy-conscious and scalable manner.

Marchex provides aggregated, AI-driven insights from offline phone conversations that help analyze engagement patterns across campaigns, channels, and regions. These insights enable marketing and analytics teams to validate marketing impact, assess performance, and optimize customer acquisition budget allocation with greater confidence, without relying solely on traditional digital metrics.

Using Marchex AI signals, PDS Health reduced marketing cost per lead by approximately 20%, improving how media spend is allocated across campaigns. Marchex insights also integrate into PDS Health's CRM and marketing reporting systems, enabling teams to connect engagement signals with appointment outcomes and validate attribution.

"For healthcare organizations, it's critical to balance performance visibility with privacy and compliance," said Troy Hartless, President and CRO at Marchex. "Our platform is designed to deliver actionable marketing intelligence while supporting the privacy and regulatory standards organizations operate within."

By combining scalable AI-driven conversation analytics with integrated marketing reporting, PDS Health has strengthened attribution visibility, improved campaign efficiency, and enhanced marketing-driven appointment scheduling.

"The insights we gain from this platform help us understand how patients engage with our supported practices and which efforts support their path to scheduling care," said John Pham, Vice President of Marketing, Digital and Patient Experience at PDS Health. "That visibility helps us make more informed decisions about where to invest and how we can improve the patient experience."

To learn more about the capabilities outlined above, visit www.marchex.com/products/call-tracking-attribution

About PDS Health

PDS Health® continues the journey started by Pacific Dental Services® in 1994, with a vision to redefine health care through the integration of dental and medical services. Its approach, centered on the connection between oral health and overall health, aims to create healthier, happier patients and set new benchmarks in the healthcare industry. As a leading provider of integrated healthcare support, the company delivers a broad spectrum of services to dental, dental specialties, and medical providers, enhancing operations and care delivery for clinicians across the U.S. For more information about PDS Health and its vision, visit pdshealth.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.

Please visit www.marchex.com, www.marchex.com/blog, or @marchex on X, where Marchex discloses material information from time to time about the company and its business.

View source version on businesswire.com: https://www.businesswire.com/news/home/20260309637899/en/

Public Relations
Scott Rupp
srupp@marchex.com

Source: Marchex