Marchex Engage Now Broadly Available to Help Businesses Act on Performance Gaps to Drive Revenue Growth

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SEATTLE--(BUSINESS WIRE)--Apr. 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, today announced that the Marchex Engage Platform™, a new AI-powered platform designed to help businesses scale conversation analytics, identify performance gaps, and take action to drive revenue growth is now broadly available to customers, including Marketing Edge Advantage customers.

The Marchex Engage Platform helps organizations deliver improved marketing, sales, and operational performance through a centralized experience that supports users from corporate leaders to individual rooftops across industries. The updated availability of the Marchex Engage Platform includes KPI dashboards, configurable analytics, industry benchmarking, and personalized recommendations.

“Corporate leaders need to see performance clearly across the business, identify gaps quickly, and know where to focus their revenue-driving efforts,” said Troy Hartless, President and CRO of Marchex. “Franchises and individual business locations need detailed guidance to improve performance and measure progress. Marchex Engage delivers both and provides a foundation to accelerate delivery of new solutions across our customer base.”

Capabilities now available in the Engage Platform include:

- **KPI Performance Dashboard –** Presents a snapshot view of key performance metrics to quickly identify trends, gaps, and areas that need immediate attention.
- **Configurable Data Analytics –** New Data Grid and Data Explorer views enable users to evaluate performance by any dimension of their business, configure dashboards and reports, and share personalized views across the organization.
- **Business Impact –** Connects key metrics to revenue impact, helping teams prioritize the changes most likely to improve performance and drive measurable revenue growth.
- **Personalized Insights & Recommendations** -- Highlights patterns and anomalies impacting performance with targeted, data-driven recommendations so teams can act with confidence.
- **Industry Benchmarking --** Enables organizations to compare KPI performance with industry peers, providing context on where they are performing well and where improvement is needed.
- **Call Log –** Provides an enhanced view of individual calls with advanced filtering, so teams can quickly find specific call examples for follow up and training purposes.

Early customer feedback highlights the platform’s ability to deliver deeper, more actionable insights.
“The level of granularity is incredible,” said a leading multi-location services provider marketing executive. “Being able to slice by paid and unpaid, new versus existing customer, and even see sentiment by campaign gives us a completely new layer of insight.”

In early use, the platform has helped organizations pinpoint specific operational and customer experience issues. For example, Marchex insights helped one organization identify more than $60,000 in wasted spend after more than 1,200 affiliate-driven calls from three paid sources produced just 21 leads, giving the business a clear path to reallocate budget toward higher-performing channels.

In another example, the platform surfaced appointment availability and scheduling issues as key drivers of negative customer perception, helping teams prioritize changes to improve customer experience and protect brand reputation over time.

For more information, visit www.marchex.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.

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