



Marchex Announces New Integrations in Adobe Analytics Cloud to Drive Better Insights for Marketers

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New integrations help marketers acquire and retain more of their best customers

SEATTLE--(BUSINESS WIRE)--Jul. 6, 2017-- [Marchex](#) (NASDAQ: MCHX), a mobile advertising analytics company, today announced new integrations with Adobe Analytics Cloud to enable marketers to both increase sales and retain customers by better understanding how customers and prospects interact with their brands. The company also announced its promotion to Business partner in the Adobe Exchange partner program for Adobe Experience Cloud.

"Today's modern marketers are responsible for more than just driving leads. They are on the hook for delivering revenue—optimizing their marketing spend to customize and accelerate the buyer's journey," said Sundi Raman, Director of Product and Engineering at Marchex. "That makes the ability to measure and gain insights from phone call interactions, or an omnichannel view, critical to developing and evolving a successful marketing strategy. Marchex's new integrations in Adobe Analytics Cloud provides brands with a holistic view of customer interactions, which enables marketers to engage and influence consumer purchase behavior with targeted content."

A recent study by [BIA/Kelsey](#) suggests that phone calls to businesses via smartphones will exceed 100 billion this year. With Marchex's Omnichannel Analytics Cloud products and its identity resolution service – Marchex Audience Graph – marketers have a one-stop shop where they can mine real-time, offline consumer intent from calls, and store and activate that data using Adobe Experience Cloud components. A few scenarios include:

1. **Personalization** – Marketers can leverage Marchex's integrations with Adobe Analytics Cloud and Adobe Target, part of Adobe Marketing Cloud, to personalize website offers to drive incremental revenue.
2. **Remarketing** – With Marchex's Adobe Analytics Cloud integration, marketers can build audience segments based on specific products or offers mentioned during a phone call to orchestrate cross-channel hyper-targeted campaigns using Adobe Campaign. This includes the ability to remarket to callers who showed interest for a particular product or offer over the phone.
3. **Retention** – Marketers can add caller sentiment data to Adobe Analytics Cloud to understand the potential for customer churn and drive brand loyalty by resolving service complaints over the phone.

"By leveraging Marchex and Adobe, brands can connect digital behaviors with offline transactions from calls and stores in order to produce highly personalized and impactful campaigns," said Raman. "Adobe Experience Cloud is purpose-built to help brands orchestrate great customer experiences, including offline actions and insights. We are proud to be a Business partner in the Adobe Exchange partner program and look forward to continuing our relationship with Adobe."

"Having a comprehensive view of every customer interaction is imperative for businesses in today's digital age," said Cody Crnkovich, head of platform partners and strategy, Adobe. "With Marchex's integrations in Adobe Experience Cloud, customers have another great option to improve visibility into the customer experience for companies driving phone calls."

Marchex announced an integration last May between Marchex Search Analytics and Adobe Advertising Cloud. Marchex Search Analytics delivers automated insights on every phone call directly into Adobe Advertising Cloud for each keyword, including call outcomes and Interactive Voice Response (IVR) inputs. These insights allow marketers to properly automate paid search bidding by allocating budgets towards keywords that best drive over-the-phone purchases.

About Marchex

[Marchex](#) is a mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touchpoints in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

Please visit www.marchex.com, www.marchex.com/blog or [@marchex](#) on Twitter (Twitter.com/Marchex), where Marchex discloses material information from time to time about the company, its financial information, and its business.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

Source: Marchex, Inc.

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