

Marchex Call Analytics

Call Recording Redaction



Marchex leads call analytics industry by protecting callers' financial information

Analyzing call recordings is valuable to optimize advertising performance and call handling. However, many phone conversations include a caller's financial information. Marchex Call Analytics can automatically redact credit card numbers from call recordings – safeguarding your callers' financial information.

Designed for enterprise marketers, Marchex Call Analytics leads the market in scalability, reliability, and built-in security. A key part of the secure call analytics feature set, call recording redaction enables you to:

- **Start analyzing redacted calls right away** so that you can improve ad optimization and call handling based on the most recent data.
- **Minimize your enterprise's vulnerability** to misuse of callers' financial information, so that you can provide worry-free access to call analytics for analysis.
- **Leverage proven credit card redaction technology** – successfully in-use by industries that require credit cards during sales conversion phone calls

Why are call recordings important?

+25%

Increase in return on ad spend experienced by advertisers who analyze call recordings*

Why should call recordings be redacted?

142 million

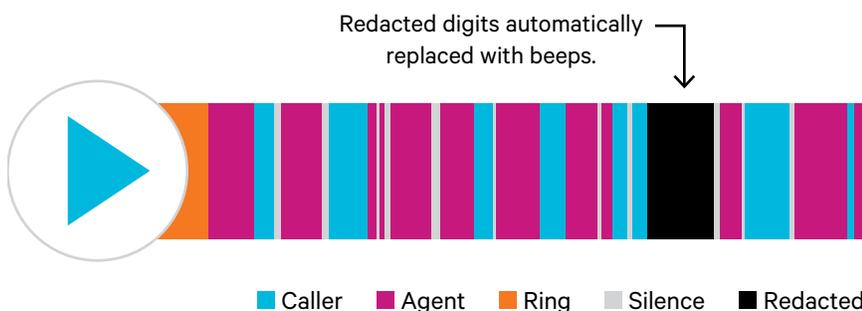
Consumer records hacked in 2014**

How it works

Marchex provides the only call analytics platform to redact credit card numbers while the call is happening, keeping all data secure within our data center. The patent-pending technology automatically detects and redacts spoken credit card numbers – replacing them with beeps. Using the Marchex web interface, you can filter calls to find the ones with redacted credit card numbers, and you can listen to them with the Call DNA® player.

* Results typically experienced by advertisers who analyze call recordings. Based on analysis by the Marchex Institute.

** "The Big Data Breaches of 2014," Forbes, January 13, 2015.



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| DURATION | CALLER |
| 102.5 | 31.6 |
| SECONDS | SECONDS |
| RINGS | AGENT |
| 1 | 51.9 |
| | SECONDS |