

AI is Changing Search – What Does it Mean for Your Customer Calls?

The Rapid Rise of ChatGPT and Conversational AI

SCALE & GROWTH

700M → About
weekly users as of July 2025 **1 in 10** adults worldwide

18b Prompts sent per week
2.5b+ messages sent every day

5x
growth in message volume in one year (July 2024 → July 2025)

USER INTENT

73% → **53%**
of prompts are non-work related increase from a year earlier

TYPES OF MESSAGES

49% "asking" (information-seeking)
40% "doing" (creating output)
11% expressive

Seeking information doubled from
14% → **24%**
of all conversations in one year

DEMOGRAPHICS & REACH

Usage among the
26–40
age group is rising fastest year-over-year, closing the gap with Gen Z

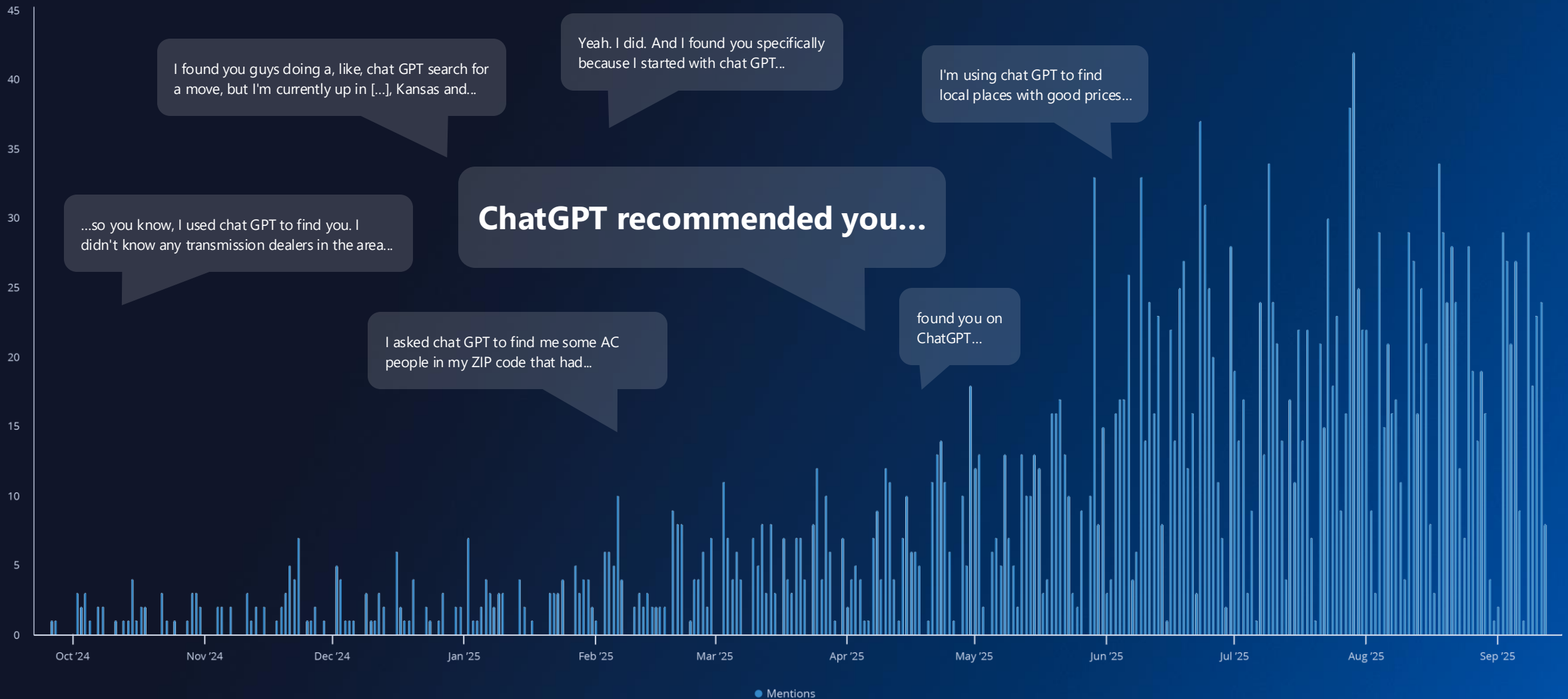
Early use was about
80%
male, but by mid-2025 women slightly led overall usage

RIISING DAILY ACTIVE USE ACROSS ALL REGIONS

18%
global increase in median conversation length year over year

Source: How People Use ChatGPT (Chatterji et al., 2025, NBER)

Customer Mentions of ChatGPT are Surging in Calls

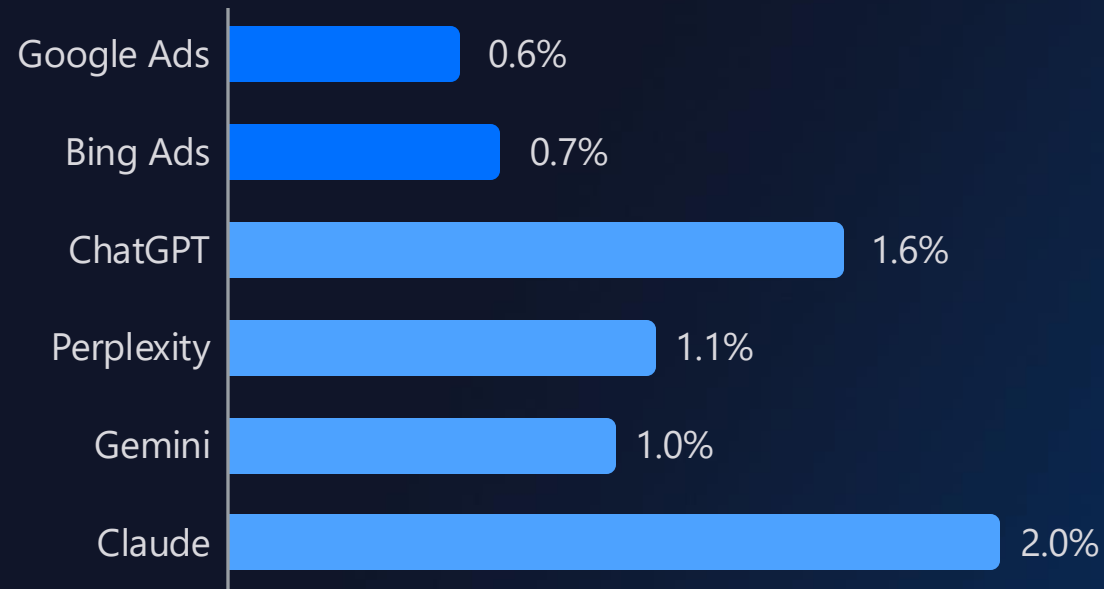


Number of Calls From AI Search is Growing

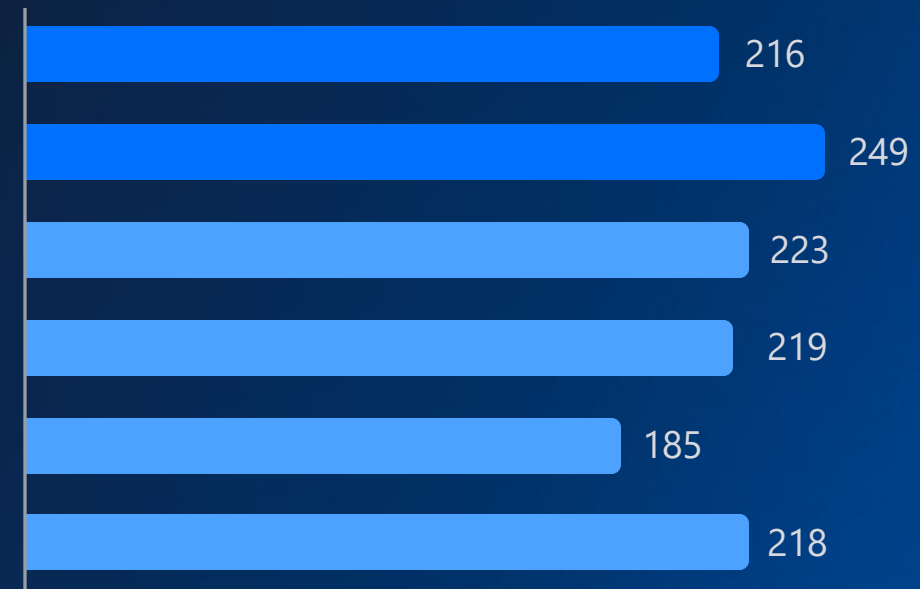


AI Search Generates High-Quality Conversations

Call Through Rate

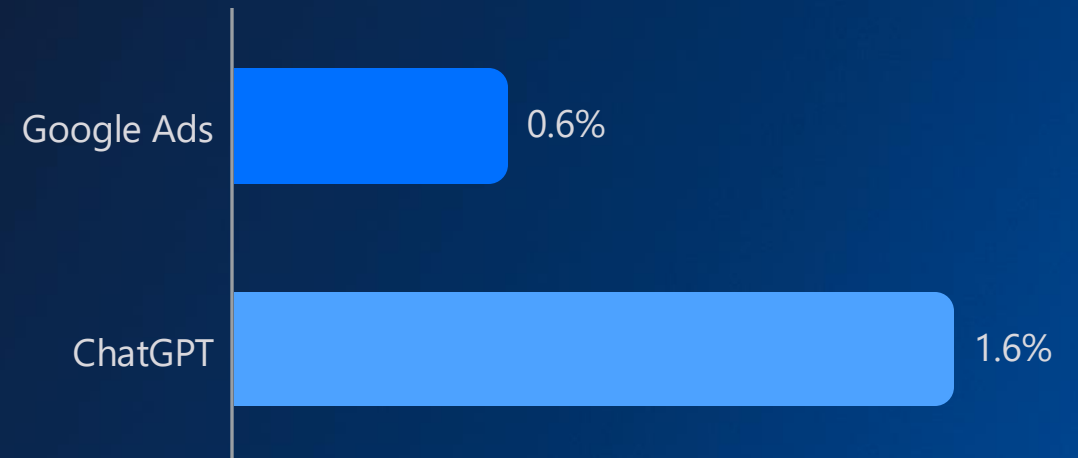


Average Call Duration (seconds)

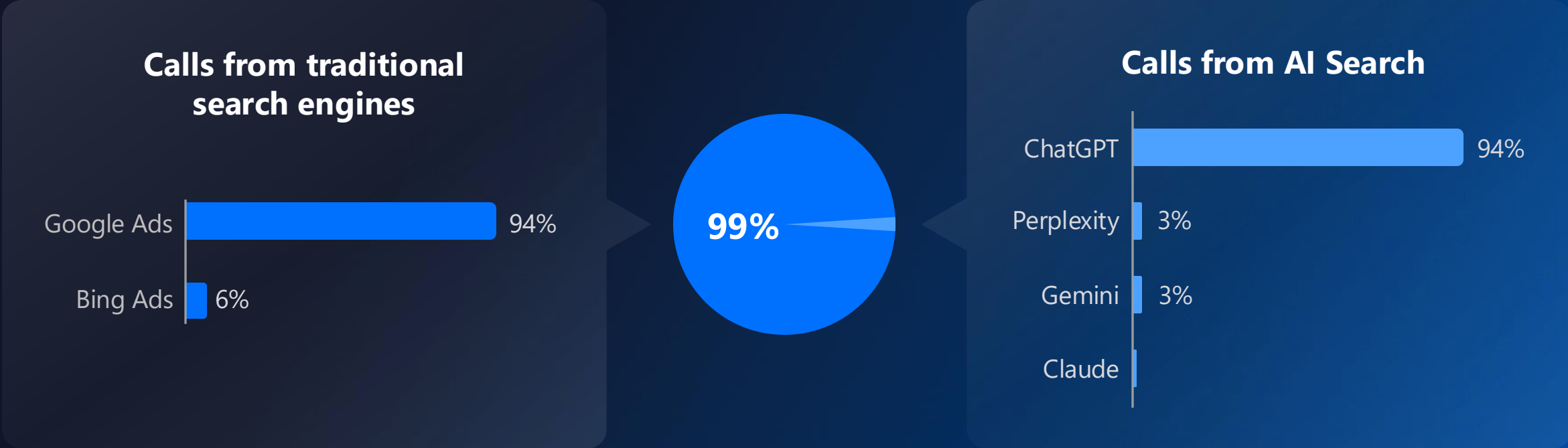


ChatGPT Visitors Call Almost 3x More than Google Ads Visitors

Call Through Rate



Calls from AI Search are **Still Under 1% of Total**



August 2024 – August 2025

THE WALL STREET JOURNAL.

AI Search Is Growing More Quickly Than Expected

Large language models aren't replacing traditional browsers anytime soon, but they have become another responsibility for brands

July 22, 2025

ChatGPT 5 ▾

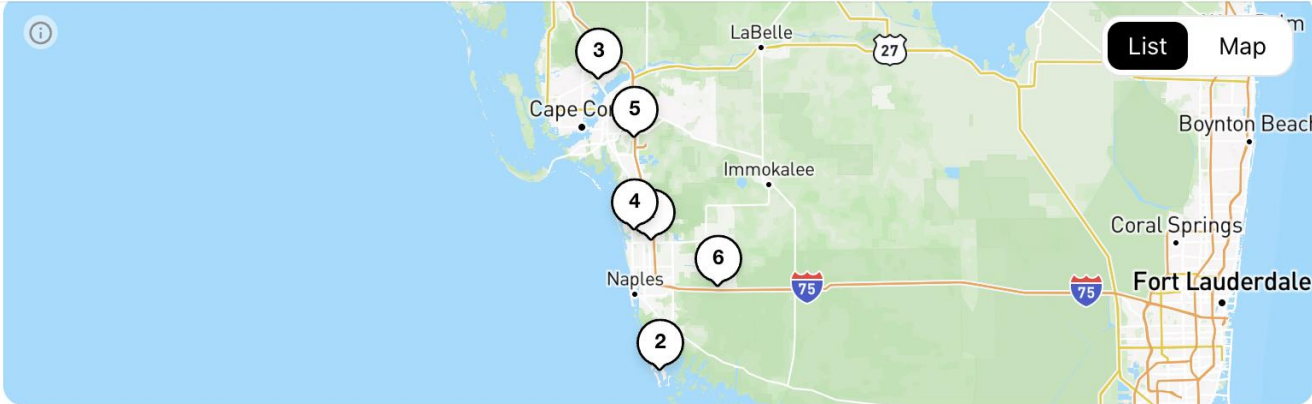
What's on your mind today?

+ Find an electrician near me|



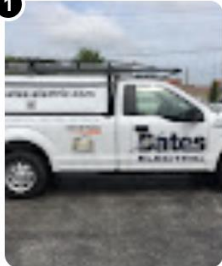
AI VENDOR DISCOVERY

ChatGPT



Map showing locations 2 through 6 in South Florida. Locations 2, 3, 4, 5, and 6 are marked with numbered pins. Location 2 is in Naples, location 3 is in Cape Coral, location 4 is in Immokalee, location 5 is in Cape Coral, and location 6 is in Naples. Major highways 27, 75, and 76 are shown. A 'List' button and a 'Map' button are in the top right corner.


1



S.E. Bates Electric
Open now until 7:00 PM · 4.7 (210 reviews)
Local-specialist since 1992, coastal/hurricane-ready installs (generators, panels, EV chargers), emergency response.

Directions Website Call

2



Condee Cooling & Electric, Inc.
4.8 (609 reviews)
24/7 emergency electrical & cooling, full-service residential & commercial electrical since 1969.

Directions Website Call

Website visit
from AI,
phone call

Direct phone call

AI VENDOR DISCOVERY

Perplexity

Please recommend a good plumber near me

Perplexity Places Images Steps

Based on reputation, reviews, and service offerings, here are the best plumbers near you in Naples and Marco Island, FL:

Top-rated Plumbers (Naples & Marco Island)



Local Plumber of Naples

★ 5 (105)

4573 Enterprise Ave Suite 2, Naples, FL 34104

Phone: (239) 439-7667

Rating: 5.0 (105 reviews)

Open 24 hours. Specialties include general plumbing, bathroom remodeling, drainage, septic, water filtration, jet cutting, water softening.

Online estimates and onsite service. Credit cards accepted.

Open Website Directions (239) 439-7667



Coastal Plumbing & Mechanical Corporation

★ 4.9 (664)

950 Commercial Blvd, Naples, FL 34104

Phone: (239) 643-3278

Rating: 4.9 (664 reviews)

Hours: M-F 8am-4:30pm. Services: plumbing, fire protection, septic systems. Credit cards accepted.

Open Website Directions (239) 643-3278

Website visit
from AI,
phone call

Direct phone call

Answer layout and links depend on the question

AI Vendor Discovery

Perplexity

The screenshot displays the Perplexity AI web interface. At the top, the search query is "Where can I buy whole grain bread in Seattle?". The main content area shows a snippet of text: "these locations provide a variety of organic food options ranging from fresh produce to packaged goods, catering to different preferences and dietary needs." Below this, there are icons for "Share" and "Rewrite".

A section titled "Related Queries" is highlighted with a blue box. It contains the following queries, each with a "+" icon to its right:

- What are the benefits of shopping at Whole Foods Market? (SPONSORED)
- What are the best organic food stores in Seattle
- Are there any organic food delivery services in Seattle
- Which grocery stores in Seattle have the best selection of organic produce
- Where can I find organic prepared foods in Seattle
- Are there any organic cafes in Seattle with good reviews

On the right side of the interface, there is a sidebar with several elements:

- A "Sponsored" section featuring an advertisement for "So many ways to save." with a "Watch" button.
- A "Search Videos" section with a video thumbnail.
- A "Generate Image" section with a "PRO" label.
- A "Sign in or create an account" section with a "Continue with Google" button and a "Continue with email" link.

At the bottom of the interface, there is a "Sign Up" button and a "Log in" button. The bottom right corner shows a "Pro" toggle and an upward arrow icon.

What Can Be Visible in Traffic Reports?



Condee Cooling & Electric, Inc.

4.8 (609 reviews)

24/7 emergency electrical & cooling, full-service residential & commercial electrical since 1969.

Directions

Website

Call



LLM source is not visible in traffic reports



AI Tracking Setup

Track Calls
from LLM
Traffic

Edit Rule

BASIC

ADVANCED

Advanced DNI Rule settings can be configured in the Advanced view. When using the Basic View, only settings that are displayed will be saved.

Rule Name

ChatGPT

Traffic Source:

☐ Google Paid Ad ?

☐ Bing Paid Ad ?

☒ Specify Source

ChatGPT

☐ Any Source

☐ URL Parameter ?

Values to Replace:

8446272439

+

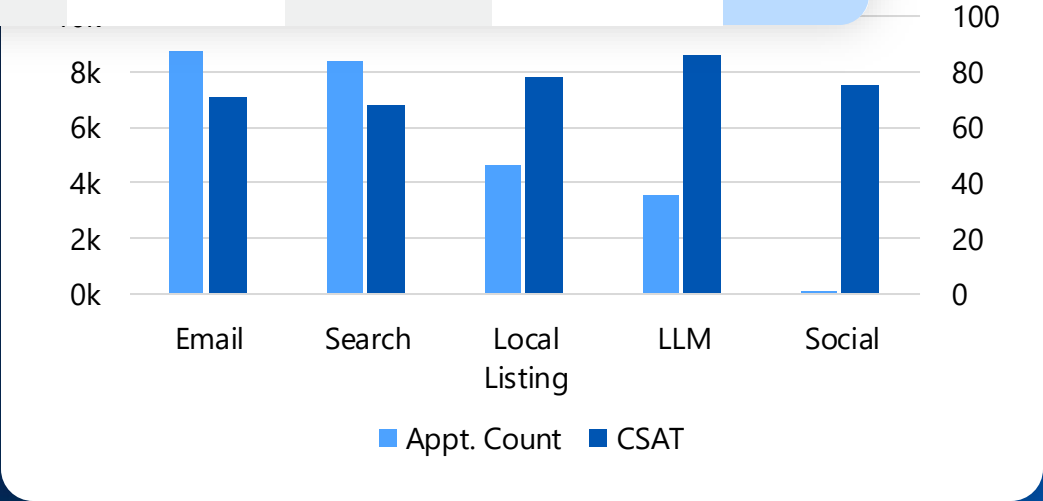
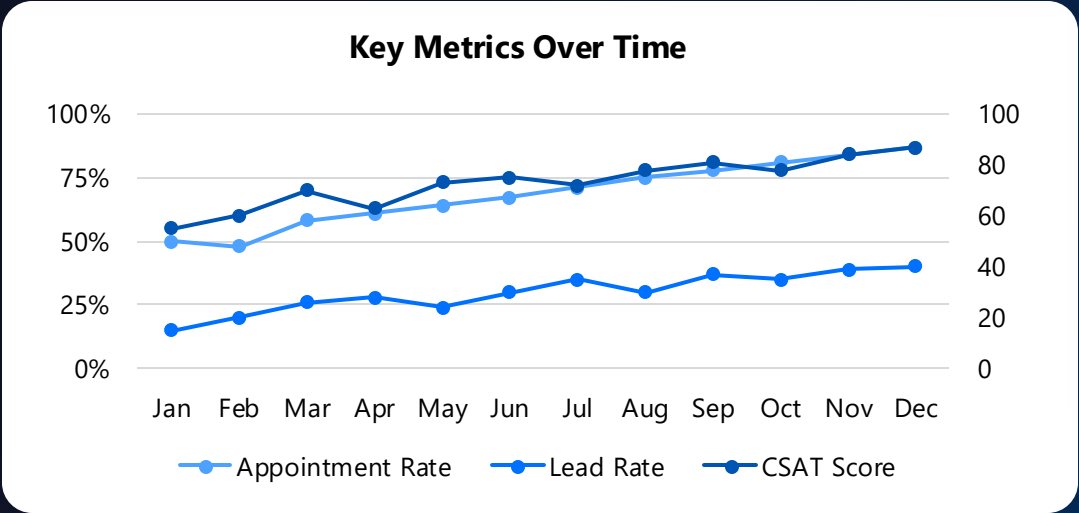
 Add Number Replacement

CANCEL

SAVE

Monitor Your Performance Over Time

	Channel	Volume ▾	Conversion Rate	Conversion Count	Lead Rate	Lead Count	Appt. Rate	Appt. Count	CSAT
1.	Search	39,542	48%	16,497	41%	14,418	67%	8,394	68
2.	Email	27,248	88%	25,548	55%	17,665	58%	8,756	71
3.	Local Listing	24,245	63%	18,146	37%	70,77	76%	4,606	78
4.	LLM	11,833	82%	9,202	53%	5,713	73%	3,567	86
5.	Social	463	49%	238	8%	17	64%	12	75



What Can We Do to Get More Calls from AI Search?

Reviews and directories



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Directions

Website

Call

Site optimization

(answering questions your best customers ask – find questions in phone calls)

Reputation





AI-Powered Insights for Better Business Outcomes

Transform Everyday Conversations into Meaningful Results

Public Company
NASDAQ:MCHX
(since 2004)

14,000+
Businesses
Served

Platform Integrations
Across marketing, CRM &
analytics platforms

1 Billion+
Minutes of business voice
conversation data

Tens of Millions
of SMS
messages

30 Patents
granted &
pending

See how organizations like yours increase revenue and improve customer satisfaction with conversation insights

Connect with a Marchex Expert

Disclaimer

This presentation contains forward looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this presentation regarding our strategy, future operations, future financial position, future revenues, other financial guidance, acquisitions, dispositions, projected costs, prospects, plans and objectives of management are forward looking statements. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements, and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. There are a number of important factors that could cause Marchex's actual results to differ materially from those indicated by such forward looking statements, which are described in the "Risk Factors" section of our most recent periodic report and registration statement filed with the Securities & Exchange Commission. Any forward-looking statements should be considered in light of these factors. All of the information provided in this presentation is as of the date hereof, and we undertake no duty to update information provided herein.

In addition, to supplement our financial results in accordance with generally accepted accounting principles, we will from time to time discuss certain non-GAAP financial measures that we believe are helpful to understanding our current financial performance and future results. Our non-GAAP financial measures are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be considered in conjunction with our consolidated financial statements prepared in accordance with GAAP, for which reconciliations are included in publicly available documents filed with the SEC and posted on our website, www.marchex.com, under Investor Relations.