



Marchex Call Analytics Launches Keyword-Level Tracking; Enables Marketers to Capture Calls Tied to Search Terms

November 3, 2010

Seattle – November 3, 2010 – Marchex Inc., (NASDAQ: MCHX) today announced the introduction of keyword-level tracking to its Call Analytics product. Marchex's proprietary technology enables search marketers and agencies to accurately track calls down to a specific keyword without using a unique call tracking line for every search term. The benefits to search marketers include:

- eliminating search terms that don't ultimately generate phone calls;
- increasing focus, and bid strategies, on search terms that do drive calls; and
- lowering costs given the solution does not require a one-to-one relationship between search terms and dedicated call tracking numbers.

"Search is a very effective channel for generating calls to our clients, but to optimize the campaigns and capture the full Return-on-Investment, we need visibility into the keywords that are driving calls," said Joe Soltis VP of Paid Search and Email Marketing for Fathom SEO. "Marchex's solution gives us the detail and accuracy we need without the cost and management headache of having a call tracking number assigned to every keyword."

"Before today, search marketers had to use a unique tracking number for each keyword or settle for potentially inaccurate data to get a sense of which keywords were most effective at driving quality calls," said Leigh McMillan, Senior Vice-President of Marchex Call Analytics. "Now they have an affordable product that brings both precision and scalability to campaigns that may have thousands of keywords."

Keyword-level Tracking, which is available immediately, is the latest in a series of new innovations for Marchex Call Analytics, which includes the recently launched Clean Call, a telemarketing spam call blocker and Call Mining, a speech analytics technology that enables advertisers to analyze and discover new ways to optimize their cross-channel marketing spend, based on actual customer conversations. For more information on all of Marchex's Call Tracking and Analytics products, please click [here](#) or call 1.800.914.7872

About Marchex:

Marchex's mission is to unlock local commerce globally by helping advertisers reach customers wherever they may be – in mobile, offline and online channels, including on our own local and category websites.

Our performance-based call advertising products, the Marchex Pay-For-Call Exchange and Marchex Call Analytics, are reinventing how businesses acquire new customers through the phone. Our award-winning Small Business Marketing products empower local businesses to efficiently monitor their online presence, communicate with their customers, and acquire new ones. Every day, our products support tens of thousands of advertisers and partners, ranging from global enterprises to local businesses.

For more information about Marchex (NASDAQ: MCHX), please visit www.marchex.com.

Forward-Looking Statements:

This press release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this press release regarding our strategy, future operations, future financial position, future revenues, acquisitions, 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 SEC. All of the information provided in this release is as of November 3rd, 2010 and Marchex undertakes no duty to update the information provided herein.

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