



## **Marchex White Paper Highlights the Importance of Call Tracking and Analytics in Helping Digital Marketers Maximize Search Marketing Efforts**

November 30, 2010

**Seattle – November 30, 2010** – Marchex, Inc. (NASDAQ: MCHX) today announced the publication of a new white paper, "The Re-Evolution of the Phone Call: Three Reasons Why Call Tracking Matters to Online Advertisers and Digital Agencies."

In an advertising landscape where the cost effectiveness of search marketing is being challenged by ever increasing bid prices, and phone calls are emerging as an efficient and potent method of performance-based advertising, this white paper focuses on the following three reasons why call tracking and analytics is such an essential component of a digital marketer's toolkit:

1. Without call tracking and analytics, it is impossible to manage search bids accurately.
2. Call tracking and analytics transforms an advertiser's efforts to boost conversion rates.
3. Call tracking and analytics is cost effective and easy to implement.

"Most advertisers and agencies are finding their budgets under greater scrutiny than ever, and regularly dedicate significant resources in an attempt to boost conversion rates even a point or two," said Leigh McMillan, Senior Vice President of Marchex Call Analytics. "Increasingly, digital marketers are realizing that by adding call tracking and analytics into the mix they are able to capture offline results from online campaigns, helping them understand the full impact of their advertising programs, and ultimately improve their Return-on-Investment."

The "Re-Evolution of the Phone Call: Three Reasons Why Call Tracking Matters to Online Advertisers and Digital Agencies" whitepaper is available to view and download [here](#).

Marchex, through its Call Analytics product, strives to help businesses achieve the highest ROI for their advertising dollars. Special call-tracking phone numbers and detailed reporting help Marchex's advertisers easily identify campaign performance, while features such as Call Mining and Keyword-level Tracking provide granular insight into specific call and keyword performance. For more information about Marchex Call Analytics, visit [www.marchex.com/callanalytics](http://www.marchex.com/callanalytics) 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](http://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 and other financial guidance, 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 30, 2010 and Marchex undertakes no duty to update the information provided herein.

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