



Study Confirms Value of Advertising-Driven Phone Calls to Multifamily Housing Industry

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Marchex Call Analytics Helps Apartment Managers Convert Callers into Tenants

SEATTLE--(BUSINESS WIRE)--Jun. 28, 2012-- Today, Marchex, Inc. (NASDAQ:MCHX) announced the results of a Marchex Institute analysis of call advertising trends for the multifamily housing industry. The [study](#) confirms the value of advertising-driven phone calls to the multifamily housing industry and stresses the importance of utilizing call tracking and analytics to maximize the revenue potential of those calls.

As a leading provider of mobile performance advertising and call analytics to businesses, including multifamily housing marketers, Marchex leverages call data to help its customers gain a deeper understanding of inbound customer phone calls to increase sales close rates and customer service performance.

Based on a sample of multifamily housing phone calls driven through Marchex's mobile advertising network, the Marchex Digital Call Marketplace, the study has found:

- 47% of calls answered by an apartment manager included inquiries from callers about a rental unit
- 25% of those that inquired about a rental unit also mentioned a lease or contract
- 25% of those that inquired about a rental unit also scheduled an in person appointment

"The value of inbound calls to apartment managers cannot be overstated," said Rafael Jose, Vice President, Marchex Call Analytics. "Callers inquiring about an apartment unit have an immediate need to fulfill and are highly decision oriented. Apartment managers need to ensure they have the operational systems and personnel in place to capture and convert those callers into tenants."

Marchex will be exhibiting at the National Apartment Association Convention and Expo June 28-29th in Boston. Representatives will be available to discuss these trends, as well as what multifamily housing marketers can do to take advantage of the enormous potential of call tracking and analytics for their businesses.

About The Marchex Institute

The Marchex Institute is a team of senior analysts and scientists dedicated to improving the digital call advertising industry, and publishing research and reports based on more than one billion minutes of anonymous call data.

About Marchex

Marchex, Inc. is a leading mobile and online advertising company that drives millions of consumers to connect with businesses over the phone, delivers the most quality phone calls in the industry, and provides in-depth analysis of those phone calls.

Marchex supports its customers through a unique technology platform that has three primary components: (1) Call Analytics, which powers all of our advertising solutions, and allows partners to leverage data and insights that accurately measure the performance of mobile, online and offline call advertising; (2) Digital Call Marketplace, which connects hundreds of millions of consumer calls to our advertisers annually from a range of mobile and online sources on a Pay For Call basis; and (3) Local Leads, a white-labeled, full service digital advertising solution for small business resellers that drives quality phone calls and other leads to their small business advertisers.

Marchex is based in Seattle. To learn more, please visit www.marchex.com/products.

Source: Marchex, Inc.

Marchex, Inc.

Trevor Caldwell
Marchex Investor Relations
206-331-3600
[ir\(at\)marchex.com](mailto:ir(at)marchex.com)
or

Marchex Corporate Communications

Alison Dreiblatt
Director of Marketing
206-331-3507
[adreiblatt\(at\)marchex.com](mailto:adreiblatt(at)marchex.com)
www.marchex.com
or

Media Inquiries

Weber Shandwick
Katie Riese, 206-576-5507
[kriese\(at\)webershandwick.com](mailto:kriese(at)webershandwick.com)