



Get Auto® and Marchex, Inc. Partner to Provide Comprehensive Call Analytics for Automotive Dealer Listings

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Data allows better understanding of inbound customer phone calls

NORFOLK, Va.--(BUSINESS WIRE)--May. 23, 2012-- Get Auto®, a division of Dominion Enterprises, and Marchex, Inc., a leading mobile and online advertising company, today announced a service partnership that will provide GetAuto.com with call tracking and analytics technology that offers dealers comprehensive, measurable reporting for their calls from consumers.

"We are committed to providing valuable car-buyer leads to our dealers. As an automotive inventory site, it is important we are able to verify that the consumer inquiries we provide dealers are high quality," said Owen Griffin, General Manager of Get Auto®. "This partnership allows us to monitor the call information that dealers receive from our website and our partnering sites to confirm their quality, as well as provide thorough reporting for each call."

Leveraging advanced reporting features to confirm call quality and to drive mobile and online advertising optimization decisions, users of Marchex Call Analytics have increased their return on advertising expenditures by as much as 100%.

"As the automotive industry continues to rebound, we are seeing heightened demand for advertising solutions that increase advertising performance," said Rafael Jose, Vice President of Marchex Call Analytics. "Our call tracking and analytics platform, through the deep insights it delivers, allows automotive advertisers to optimize their advertising campaigns to generate high-quality inbound calls from customers with purchase intent."

Marchex's call analytics technology is now available for GetAuto.com dealers. Automotive dealers interested in listing opportunities should visit www.dpnleads.com for more information.

About Marchex

Marchex, Inc. (NASDAQ:MCHX) 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.

About Get Auto®

Get Auto® connects serious car buyers to their next vehicles. With user-friendly search tools, consumers can find millions of nationwide dealership vehicles updated daily. On www.getauto.com, car buyers can now virtually visit dealerships - anytime day or night. Get Auto® is proud to be part of Dominion Performance Network. Dominion Performance Network provides automotive dealers with a unique, proprietary lead generation program by collaborating with a network of national, consumer-branded sites. For more information, please visit www.getauto.com. Automotive dealers interested in becoming a Featured Dealer should visit www.dpnleads.com.

Get Auto® is a division of Dominion Enterprises, a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, employment, parenting, travel, and daily deal industries. Headquartered in Norfolk, Virginia, with 3,300 employees in the United States, Canada, England and Italy, the company provides a comprehensive suite of technology-based marketing solutions, more than 45 market leading websites and millions of For Rent®, Employment Guide® and travel guide magazines distributed across the U.S. For more information, visit www.DominionEnterprises.com.

Source: Marchex, Inc.

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