



Marchex Webinar and BIA/Kelsey Webinar Highlights Strategies for Acquiring New Customers with Mobile Advertising

August 28, 2012

Marketing experts to discuss importance of pay for call and call analytics in mobile advertising

SEATTLE--(BUSINESS WIRE)--Aug. 28, 2012-- Marchex Inc. (NASDAQ: MCHX) will co-host a [free webinar](#) with BIA/Kelsey focused on increasing revenue through pay for call advertising programs and call analytics. Matt Booth, chief strategy officer and program director at BIA/Kelsey, and John Busby, vice president of the Marchex Institute, will lead the webinar on Wednesday, Sept. 5, 2012, at 1:00 p.m. EDT.

A [recent BIA/Kelsey report](#) found customer phone calls convert at a rate of up to five times greater than search-based leads; phone numbers in mobile applications convert to calls 62 percent of the time versus just 7 percent on desktop search. BIA/Kelsey predicts that by 2013 the average U.S.-based business will receive 13.8 calls per month as a result of desktop search and 80.9 calls from mobile. Pay for call advertising and call analytics can help advertisers tap into these trends, increasing new customer calls and dramatically decreasing customer acquisition costs.

In this webinar, attendees will learn practical strategies for improving mobile advertising performance with the specific purpose of generating new customers at meaningful scale. The webinar will look at mobile advertising statistics and trends, review pay for call strategies and discuss the role of call analytics technology in mobile advertising campaigns.

"Mobile media is more fragmented than ever and evolving daily. Acquiring new customers through mobile advertising is challenging," Busby said. "Our goal is to offer actionable strategies that help businesses reach consumers with advertising that drives calls, starts conversations and generates new customers."

What: Free webinar - "Acquire New Customers with Mobile Pay For Call Advertising"

Who: Matt Booth, Chief Strategy Officer and Program Director, BIA/Kelsey
John Busby, Vice President, Marchex Institute, Marchex

When: Wednesday, Sept. 5, 2012
1:00 p.m. EDT

Where: Register online at <http://digitalmarketingdepot.com/webcast/uncover-more-revenue-with-mobile-advertising-using-call-tracking-and-analyticsrevenue-with-mobile-advertising-using-call-tracking-and-analytics>.

ABOUT MARCHEX

Marchex, Inc. is a leading mobile and call 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 Marchex's 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 annually connects hundreds of millions of consumer calls to advertisers 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 <http://www.marchex.com/products>.

ABOUT BIA/KELSEY

BIA/Kelsey advises companies in the local media space through consulting and valuation services, research, Continuous Advisory Services and conferences. Since 1983 BIA/Kelsey has been a resource to the media, mobile advertising, telecommunications, Yellow Pages and electronic directory markets, as well as to government agencies, law firms and investment companies looking to understand trends and revenue drivers. BIA/Kelsey's annual conferences draw executives from across industries seeking expert guidance on how companies are finding innovative ways to grow. Additional information is available at <http://www.biakelsey.com>, on the company's [Local Media Watch blog](#), Twitter(<http://twitter.com/BIAKelsey>) and Facebook (<http://www.facebook.com/biakelsey>).

Source: Marchex Inc.

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