



Marchex and Marin Software Announce New Partnership to Help Advertisers Increase Return on Ad Spend

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SEATTLE--(BUSINESS WIRE)--Sep. 9, 2013-- [Marchex, Inc.](#) (NASDAQ:MCHX), a leader in mobile performance advertising, today announced a new partnership with [Marin Software](#) (NYSE:MRIN), a leading Revenue Acquisition Management platform provider. The partnership will give agencies and advertisers powerful new insights into their ad campaigns to drive higher returns on ad spend.

By integrating Marchex's Call Analytics product into Marin's platform, advertisers will now be able to:

- See which ads drive phone calls and understand how those phone calls generate revenue.
- Access unique caller data.
- Determine the search keywords or advertising impressions that generate phone calls, so budgets can be allocated accordingly.

"Businesses will now get a 360-view of their ad spend, not just for clicks, but for phone calls, which are growing at a rapid rate with the widespread adoption of mobile," said Tim Graber, Marchex's Senior Director of Product & Engineering. "Our partnership with Marin allows for greater transparency in advertising and effectively lifts the veil off of the opaque practices in media-buying. We want advertisers to know exactly how their ad dollars are being spent."

Gagan Kanwar, Marin Software's Director of Partnerships and Research, said advertisers and agencies will now be able to "accurately and easily connect the dots" between digital advertising campaigns and call-based conversions.

"We're excited about the partnership and bringing superior performance to advertisers using the Marin and Marchex platforms," Kanwar said. "Advertisers recognize their data is their advantage. Through Marin Connect™, we help clients uncover more revenue from online and offline data."

About Marchex

Marchex, Inc. delivers customer calls to businesses and analyzes those calls so companies can get the most out of their mobile advertising. 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 annually connects millions of consumer calls to our 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 www.marchex.com.

About Marin Software:

[Marin Software](#) provides a leading [Revenue Acquisition Management](#) platform used by advertisers and agencies to manage more than \$4 billion in annualized ad spend. Offering an integrated platform for search, display, social, and mobile advertising, Marin helps global brands and agencies improve financial performance, save time, and make better decisions. Headquartered in San Francisco, with offices worldwide, Marin's technology powers marketing campaigns in more than 160 countries. For more information about Marin's products, please visit: <http://www.marinsoftware.com/solutions/overview>.

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