



## Marchex Expands Australia Presence with New Office, Expanded Technology Facilities to Meet Growing Demand for Mobile Analytics

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SYDNEY--(BUSINESS WIRE)--Oct. 21, 2015-- Today, [Marchex](#) (NASDAQ:MCHX), a mobile advertising analytics company, announced that it has opened an office in Sydney and expanded its technology facilities to support growing demand for the company's industry-leading Marchex Call Analytics platform. In 2015, Marchex's Call Analytics platform has added customers in the automotive, home services, publishing and retail industries by delivering enterprise marketers full visibility into mobile's influence on offline transactions.

"Marchex Call Analytics has provided immediate benefits to our digital marketing initiatives by attributing our campaigns to high volumes of high-quality inbound phone calls," said Ed Pullen, Head of Lead Generation for Salmat, a full-service digital agency based in Sydney. "In addition, Marchex's Call DNA feature has exposed opportunities to improve the customer experience and sales process for inbound leads."

Marchex has appointed digital marketing veteran Daniel Benton as Country Manager, Australia & New Zealand to lead this effort. Benton has more than 12 years of enterprise-class digital marketing experience leading business development, search and client services teams at some of Australia's leading independent digital agencies in Australia, including Salmat Digital, The Found Agency and Returnity.

"I'm excited to be leading Marchex's regional expansion in Australia and New Zealand. Marchex Call Analytics elegantly solves one of the most pressing issues facing marketers today: how to accurately attribute and optimize their growing mobile marketing investment. The insights and rich call analytics provided from Marchex can help to both drive media efficiency and performance uplifts along with driving customer experience improvements," said Daniel Benton, Country Manager, Australia & New Zealand.

"Daniel's deep understanding of digital marketing and search, as well as his proven track-record in growing digital businesses, will be instrumental to growing our enterprise customer base in Australia," said Gary Nafus, Chief Revenue Officer.

Marchex Call Analytics brings next-generation call analytics capabilities previously unavailable to marketers in Australia. These include channel-specific solutions such as [Marchex Call Analytics for Search](#), the only solution that provides 100% real-time attribution for phone calls from mobile search. In addition, phone calls are analyzed by Marchex Call DNA, the only conversational analytics solution that visually maps, classifies and scores every phone call automatically.

Marchex's technology facilities and datacenter are located in Sydney, and multiple telecommunications carrier relationships support the needs for local and toll-free numbers across Australia, New Zealand and a growing footprint in Asia-Pacific. Marchex Call Analytics is integrated with leading marketing technology companies serving Australian marketers.

"Marketers are increasingly focused on the mobile consumer's path to purchase," said Kristy Fenton, Chief Product Office at Spotzer, an all-in-one local digital marketing & advertising company. "Our integration with Marchex provides visibility into the growing volume of click-to-call activity from mobile consumers."

Marchex's Sydney office is located at 135 King Street in the heart of the Central Business District, and the Web site for Australia & New Zealand is <http://www.marchex.com/australia>.

### **About Marchex**

[Marchex](#) is a mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touchpoints in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

Please visit [www.marchex.com](http://www.marchex.com), [blog.marchex.com](#) or [@marchex](#) on Twitter (Twitter.com/Marchex), where Marchex discloses material information from time to time about the company, its financial information, and its business.

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